

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXI.

NEW YORK, MAY 23, 1900.

No. 8.

CLIMBING HIGH.



is the CIRCULATION and
the ADVERTISING of

The Philadelphia Record

In April, 1900, our circulation
increased

6,068 Copies
Daily,
Total, - - - **193,785**

and **7,815** Copies
Sunday.
Total, - - - **154,140**

over April of the previous year.
There was also carried 46,828
lines of display advertising more
than during same month in 1899.
This was the largest advertising
month in the history of this paper.

Pennsylvania's Topmost Paper

[From the CLEVELAND PLAIN DEALER,
Tuesday, May 1, 1900.]

A Proof of Largest Circulation.

The regular daily average circulation of the daily Plain Dealer for the month of April just closed was 44,503 copies. It has been the general rule of the publishers to estimate that there is an average of five readers of each copy in circulation, which, if correct, entitles the Plain Dealer to the claim of reaching over 200,000 persons each day.

The effect of a circulation so large and a circulation, too, of undisputed quality, is shown in the remarkable changes in this city in the matter of newspaper advertising.

During the month of April just closed, the advertising totals in the four leading mediums in Cleveland, and comparisons with the same month in 1899, were as follows (measurements twenty inches to the column):

	April, 1900. Columns.	April, 1899. Columns.			
Plain Dealer	1,238	1,081	Gain,	154	Cols.
Leader	715 1-4	729	Loss,	13 3-4	Cols.
Press	911 2-3	1,017	Loss,	105 1-3	Cols.
World	711	829 1-4	Loss,	118 1-4	Cols.

Plain Dealer's lead over Leader—522 3-4 columns.

Plain Dealer's lead over Press—326 1-3 columns.

Plain Dealer's lead over World—527 columns.

There could be no surface indication of the changed standing of Cleveland newspapers in recent years quite so convincing as the growth of "want" advertising in the columns of the Plain Dealer. This is the class of advertising which, for the most part, comes unsolicited to the newspaper, and, to quote from a favorite expression of the Cleveland Leader in former years, it "gravitates to the paper of largest circulation as surely as water runs down hill."

Last month the Plain Dealer published a total of 10,613 "want" advertisements; the Leader a total of 6,091, the Plain Dealer leading by 74 per cent.

C. J. BILLSON, MANAGER,

FOREIGN ADVERTISING DEPARTMENT.

**308 STOCK EXCHANGE,
CHICAGO.**

**86-87-88 TRIBUNE BLDG.,
NEW YORK.**

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1883.

VOL. XXXI.

NEW YORK, MAY 23, 1900.

No. 8.

ADVERTISING IN CUBA.

By Sam E. Whitmire.

HAVANA, Cuba, May 1, 1900.

Cuba under the government of the United States is a wonderful improvement over Cuba as a Spanish possession, from an advertising standpoint.

I was in Havana in 1898, just after the Maine was blown up, and in those days it was almost impossible to find any signs of advertising. A newspaper ad of any size, a painted signboard, a circular distributor or a sandwich man were nowhere to be seen.

Before leaving the ship when I arrived here last week I saw many painted signs of "Liberty Tobacco" on the tops of the funny little boats that line the wharf. These boats have oval tops like the wagons known as *Prairie Schooners* in the West, and their canvas covers offer excellent space.

Going from the Plant Steamship wharf toward the Calle Obispo, or Bishop street, and the Calle O'Reilly, the two principal thoroughfares, on every side were signs of the modern advertiser—here neat tin signs in English and Spanish telling that the Singer Sewing Machine is the best machine in the world—there a large poster in flaming colors advertising Anheuser-Busch Beer, Eastman Kodaks, Columbia Bicycles and Del Toro Wine are bulletined frequently in Havana. The Smith Premier Typewriter has a creditable outside show also.

If ever there was a paradise for the "sidewalk advertiser" it is here in Havana. Most of the houses are only one story high, but that one equals two and sometimes three of the American architecture. Calceining in all of its fancies is used without restraint, the favorite colors being cream, gray and white, relieved by dark

blue, deep Egyptian red or vivid ochre yellow. There are picturesque side walls—plenty of them—30x50 feet, without a break. A few have been painted with signs of Chamberlain's Pain Balm, Chamberlain's Cough Remedy, Swift & Co.'s Chicago Meats, Armour & Co.'s Meats, Royal Seal Oats, advertisements of local grocers, piano dealers, cafes, cigars, etc. I saw two gangs of advertisement painters at work in one street and at the present rate of outdoor advertising it will not be long before this city of palaces fronting on alleys, viewed from the heights across the bay, will present a sight similar to New York City viewed from Brooklyn Bridge.

In a half hour's stroll I met six sandwich men. The streets are so narrow that one must almost step into the gutter or contest the right of way when a sandwich man comes moping along. One advertised a school where Spanish is "taught to Americans from 8 a. m. to 10 p. m. at Low Rates"; another the "First Fan Store on Opiso street, Entering by the Park"; another the "Black Cat Cafe—the Finest Bar and Restaurant According to American Ideas in Havana"; another an "American Barber Shop—3 shaves a week, 2 hair cuts a month, for \$1.50 U. S. Gold" and another the "New York Painless Dentistry Parlors." It is noticeable that the word "American" or "New York" is prominent in all of the Cuban advertising.

Cafes and restaurants each advertise in some way—cards, handbills, souvenirs of the war with an ad attached, etc. While walking in Pasco del Tacon, the most beautiful street in Havana, I was given four cards by small boys, each directing me to a cafe or restaurant. House to house distributing is very popular here for all businesses.

There is one flourishing daily

newspaper here, the Havana *Herald*—four pages, 18x23 inches, six columns, published every day in the year at 34 O'Reilly street, printed in English and Spanish, the only paper issued Monday morning in the West Indies. Its motto is "All the News That's Fit to Print," and it takes a special cable service, said to be the most complete ever before published in Cuba. The *Herald* is in its second year and its subscription list is said to contain 2,200 names. It sells for 75 cents per month in United States gold or five cents per copy. The paper is controlled by Gen. Wood, the military governor of Cuba, who is endeavoring to establish a regular correspondent and a subscription agent in every town in Cuba in order to cover the island thoroughly. Besides the cable news the *Herald* prints but little reading matter. One or two editorials daily and some local stuff thrown together in typical backwoods style constitute its offer to the public. As there is no w in the Spanish language and as the *Herald* office was originally equipped for a Spanish paper, the printers have to return to early principles and place two vv's together to express a "w" where one is required. This extract from a *Herald* editorial shows the ludicrous effect:

thoss vvo vvve of the opinton that the Presidents of the tyvo South African republics vvve about to sue for peace vvve not vvell informed.

As an advertisement carrier, the *Herald* is a record breaker. I measured its columns for seven days and out of a total of 168 columns printed there were 98 columns of paid advertising against 70 columns of cables, locals and editorials. This advertising averages about \$10 per column or three cents per agate line in United States gold, which shows an increase of nearly \$1,000 per week from advertising, besides about \$1,500 per month from readers.

The *Herald* carries about 100 displayed advertisements every day. The largest space—six inches across four columns—is used by La Flor De J Saurez Muria Y Comp., makers of cigars and cigarettes.

Harris Brothers & Co. take space all across a page to advertise Remington Typewriters, Desks, Filing Cabinets, etc. Henry T. Brown uses six inches double-column to advertise Imported Groceries and Liquors. The Cuban and Pan-American Express Company fill large space, telling of its facilities to handle goods in all parts of Cuba. The Southern Express Company advertises that it will "Pawn and Redeem Goods in All Parts of the World" and send money by order and guarantee that "you can get your money back if the order is lost." The only patent medicines advertised are Chamberlain's Pain Balsam and Cough Remedy. This is done by testimonials next to reading matter on the editorial page. Fred Wolfe always has on hand "100 Mules 100" to be sold at "reasonable prices." Underwood, Blickensderfer and Remington Typewriters are advertised every day. At least a dozen banks make bids for business through the *Herald*. Fans of every description and Panama Hats are advertised. "The American Eagle is the only Men's and Ladies' First-class Furnishing Goods Store in Havana. What others ask American money for we sell for less in Spanish silver," reads one bold display ad. Mechanical engineers, iron works, sugar apparatus makers, boiler makers, etc., in New York, Philadelphia, Boston, Chicago, New Orleans, etc., advertise their goods through Havana agents. "Mail-lards and French Candies" can be had at a store "established 55 years." American chickens and turkeys and wagons, buggies and harness are advertised. Steam laundries offer to do "Good and Quick Work at Prices in Spanish Silver." "The Hotel Pasaje. Tariff Moderate. All Languages Spoken." "The Studio. Cuisine of Paris, New York and London." "The Black Cat. Fine Bar and Restaurant. American Ideas," are some of the ads telling where to eat and drink. Knight & Wall Company sell "American Hardware"; "Mr. J. Strauss has just returned from New York" and can "beat anything in Havana selling

Men's Madras Shirts at \$1, \$1.25 and \$1.50"; "The Palais Royal is the depot for Hanan & Co.'s Shoes, Traveling Trunks and Bags"; G. Valdepares has "first-class American Tailors. Souvenirs of the War"; R. T. Arteaga & Co. advertise that the "New York Boarding House is a respectable house"; The Regina Music Box Company "Gives Free Concerts Daily at 1434 San Rafael street."

The churches in Havana advertise every day in the week. The American Episcopal Chapel, 5 Zuhreta, Central Park, advertises "Services at 10 a. m. Sundays. Rector, Rev. W. H. McGee," and the Congregational Church advertises a list of English and Spanish services to be held during each week. "The American Optician, F. A. Baya," also advertises "Punching Bags and Boxing Gloves." Choice offices are advertised in the New Marx Building. The American News Company, of Cuba, takes liberal space to advertise its late arrivals. New York newspapers reach Havana three days after publication and are delivered at the homes of subscribers by this company. "Sapho" and "Quo Vadis" are the book stores' ad. "Cheap Gas For Motors and Cooking—8 cents per cubic metre" is the offer of the Spanish-American Gas Company. The "Professional Column" contains the advertisements of eight American dentists and six American physicians and surgeons. Morgan's Drug Store sells "American Patent Medicines and Mineral Waters." Hubbell, Nicholas & Co. claim to be "The Only Strictly American Agricultural Implement House in Cuba." There are many other ads of surveyors, brokers, insurance companies, dry goods stores, jewelers, etc.

There are no department stores in Havana—all single-line stores. The greatest number are hat and fan stores. This looks like an excellent field for some American merchant to open such a store.

I talked to a dozen advertisers in different lines of business, and while they are enthusiastic about advertising, they do not recognize the importance of printing prices

and changing copy. They say one form of an advertisement will do as well as another. They do a certain amount of business and appear to be satisfied. They tell me everybody knows them, what they have to sell, their prices, etc., with more than 200,000 people in easy reach of their shop. I am certain these merchants are mistaken. They buy space in the local papers, write a general ad or let a newspaper solicitor write it and this is about all the attention given to their newspaper advertising.

The Plant System of Railway and Steamship, which is the connecting link with the United States, is well advertised here by folders, booklets, time tables and in the newspapers.

The Southern Railway displays considerable enterprise in advertising in Havana. At the Pasaje, Inglaterra, Roma, Telegrafo and Mascotte, five of the chief hotels, I found racks containing neatly printed books with carefully compiled matter about Havana, the Island of Cuba, Porto Rico, Nassau, etc. There is no mention of the Southern Railway in the text, but on the last cover page is a paragraph telling that this is the best and quickest route between Cuba and all points in the United States.

Although railroads run both east and west from Havana, I could find no advertising or literature about them. I did find this official notice on one of the local railway stations:

"Passengers are notified that on this road they will be allowed as baggage one valise (or maleta), one hat box and one game cock."

This same railroad displays this sign:

"Transit 20 cents per mile."

While two years have brought a great change in Havana in the way of publicity, the business men there have much to learn before they will be able to expend their appropriations profitably.

The man who attempts to make ten pounds of steam pull a freight train is wasting his steam, because it takes twenty times that much steam to move a train of cars. In like manner, the man who attempts to be economical by using very small space, frequently discovers he has been very extravagant.

DEFINITE ADVERTISING.

By George Henry Smith.

The other day I heard an experience which illustrates the force of definite advertising.

A manufacturer had accumulated a large quantity of returned, etc., corsets, which he advertised in the New York papers as worth \$1, \$2 and \$3, and that they would be sold at one-third value.

He had no returns to speak of and finally sold the entire lot to a retailer, who advertised them at 25 cents, 50 cents and \$1, former price \$1, \$2, \$3. The front of that store was black the morning after the ad appeared and that retailer made a handsome profit.

A merchant would laugh at the man who said to him, "We have a lot of suits left which we are going to sell at one-third their value." He would have to ask several questions before he knew the price asked, and how many suits of clothes were for sale. Yet this same merchant will say in his advertisements, "Large lot of boys' clothing. Suits sold at one-third their real value."

Buyers, particularly women, are interested in details. They want to know as much about the article as possible and generally the price is of special interest.

Circulars are interesting to women because they go into details. Take a patent medicine circular which accompanies the package. A woman who buys the package will read every word in the circular—she wants to know all about the remedy, what it cures and its uses. The circular is definite, it goes into details. A woman who buys a new package of "Oatlets" will read all about the various dishes that can be made with "Oatlets."

The style of the language has a great deal to do with the definiteness of the advertising. Positive statements are much more effective than negative ones. "Eat less meat" is far superior to "Don't eat so much meat."

The leading dry goods merchant in Connecticut once said to me: "An advertisement writer, to be successful, should spend two-thirds of his time studying the

goods and one-third in writing about them." In this way he will be definite and write interestingly about his subject.

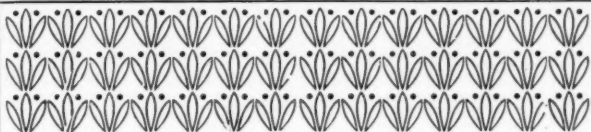
ICELANDIC TRADE METHODS.

The *Boot and Shoe Trades Journal*, of London, Eng., says: It is strange to learn that the methods of trade in Iceland are in a barbaric state. Until twenty years ago there was practically no cash in circulation in the island. The merchants supplied the farmers and others on credit with the foreign goods they required, receiving payment in produce once a year, as the season arrived when the products were ready for export. The bulk of the people were consequently always in debt, and to cover themselves merchants were obliged to charge high prices for the imported goods. On the other hand, the merchants, to attract customers, often gave more than the market value for Iceland produce, buying the native products, in fact, at a loss, which they made good by the high profit on the foreign goods. The prices of both exports and imports were thus quite artificial, being on paper much higher than their actual values. This system still obtains to some extent to-day. Attempts which British importers have from time to time made to buy Iceland products for cash have not been successful, because they could not afford to pay in cash the high prices which the Iceland merchant paid in goods, while the native producer failed to see that it might be to his advantage to take a lower price in cash rather than a high one in goods. There is now, however, a considerable change, due to the amalgamation trading societies all over the country, the traders combining to send their produce abroad for sale or commission, and in return buying wholesale quantities of foreign goods, which the societies divide among the members.

ILLUSTRATED AD.



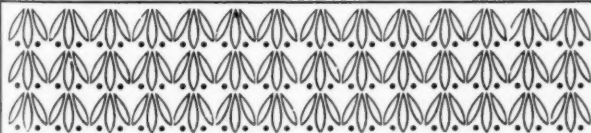
FLOOR WALKER, THOROUGHLY EXPERIENCED, WOULD LIKE TO CHANGE HIS POSITION.



The Evening Wisconsin.

MILWAUKEE, WIS.

"The publication which is most valuable to the publicity advertiser is the one whose readers subscribe for it because they want it and are willing to pay the *full subscription price* for it. There are plenty of such publications for the advertiser to use through which he can cover all of his best possible customers."—*Advertising Experience, May, 1900.*



TWO SIDES OF THE FLAG QUESTION.

By Hollis Corbin.

According to my way of thinking, the use of the flag in advertisements ought not to worry any one very much except, possibly, the man who foots the bills.

But, as opinions differ, and as the flag is public property, it should be each individual's privilege to decide whether or not it is proper to use it, just as it is each individual's privilege to decide which is the best religion or the best political party.

If any man wants to infuse a little patriotism into his business by using the flag in his advertisements let him try it. He won't accomplish much and he certainly won't do anybody else any harm.

It would seem to me as inconsistent to say that such a use of the flag lowers its prestige as to say that the man who takes the name of the Lord in vain lowers the public's reverence for the Lord.

The flag laws of the several States are not in harmony with the spirit of freedom upon which the constitution of the United States was founded. They handicap a few advertisers without doing anybody any good.

These laws are a reflexion upon people—patriotism which rings in every breath of air the country over whenever the high prestige of our flag is menaced by a foreign power.

It takes many complicated laws to insure freedom, but I can see no excuse of any sort for the flag laws in question.

The advertising side of the question is this:

Leave the flag out of your advertisements.

It won't sell goods.

It is the symbol of the republic and not the symbol of your brand of toothpicks, or plows, or automobiles.

A flag in an advertisement takes up valuable space which could be profitably utilized in describing or illustrating goods.

There is nothing new about it—no originality, or life, or picturesqueness that can be expected to arouse curiosity.

It doesn't mean anything under the circumstances.

People won't buy your goods just because you are patriotic and, if they would, the flag in your advertisement would not be satisfactory evidence of that virtue.

About the only people who could use the flag advantageously in their advertisements are flag manufacturers and dealers.

ELECTROTYPING.

In a foundry equipped with every machine known to the art of electrotyping the process of plate-making becomes exceedingly interesting. The type, locked up in a "chase," is first delivered to the molder, who takes an impression of it in wax, by means of a press driven by an electric motor. The mold is then given to builders who, by trimming the high places with hot knives and building up the low places with wax, make it of uniform thickness. It is then placed in a black-leading machine, run by an electric motor, where its surface is polished with graphite, after which it is giving a copper coating, made by sprinkling iron filings over its surface, which has been previously covered with a solution of sulphate of copper. The mold is then hung in a copper-solution bath, between the positive and negative poles of a battery of six volts power, where a thin shell of copper is precipitated upon its surface. This shell is then backed up with electrotyping metal, when it becomes a book-plate, but "in the rough." After the surface has been cleaned and the pages separated by means of a saw, the plate is placed in a routing machine, where all superfluous metal is removed. It is then given to the finisher, who levels it and removes all flaws, after which the roughing and shaving machines make it absolutely level and even. It is then beveled, if required for "patent blocks," or mounted on wood, when it must go through the various processes of being trimmed, planed, mortised, dove-tailed and mounted—all done by special appliances.—*Conkey's Home Journal.*

It takes more than space in a newspaper to make good advertising.

In Nashville the Best is
THE BANNER

The advertiser who puts his money in this clean, family newspaper never complains of results. Over 95 per cent of its circulation is delivered by carriers to the homes of its subscribers in Nashville and surrounding towns.

It is read and believed by the people who buy goods. THE BANNER is the only Nashville newspaper that tells its circulation, and backs up its statements by allowing advertisers the privilege of examining circulation books and records at any time. It guarantees in writing that its circulation is more than double that of the "Nashville American." Its advertising columns are more liberally patronized than those of any other newspaper in Tennessee.

The Banner's Circulation for the Month of April

averaged 16,500 daily

WHY SOME ADVERTISING DOESN'T PAY.

By W. S. Hamburger.

The magazine advertiser who embodies in his advertisements an invitation to send for a booklet or catalogue pursues a wise course—if he sends out the right kind of booklet or catalogue in response to requests.

It is surprising that an advertiser who pays from one dollar to five dollars per line to advertise his goods should pay but little attention to the appearance and wording of the printed matter sent out in response to inquiries, yet such is the melancholy fact.

Suppose a business house were to send out a letter on a steel-engraved letter-head—a letter admirably worded, stating that the firm wished to open business relations with the recipient of the letter, and would be pleased to send their salesman to interview him. And suppose that a few days later, a frowsy, unkempt, ignorant specimen of the genus "hobo" were to walk into the office and announce that he was the salesman for the firm that sent out the aristocratic-looking letter. What would the average business man think of the salesman and of the firm that sent him out? And what would the salesman's reception be?

As a matter of curiosity, I sent recently about thirty requests to leading advertisers for booklets and catalogues which were advertised in the pages of the leading magazines. A couple of days later they began to come in, and they are before me now—a motley collection of printed matter, to be sure. Of the thirty, perhaps five are worth reading and preserving—the balance are fit only for the waste-basket. Some, while attractive in appearance, do not contain a single sound argument in favor of the goods they are presumed to sell. Some are fairly well arranged, but are printed on poor, thin, flimsy paper and in execrable taste. The great majority combine all these defects.

A magazine ad is valuable in proportion to the number of inquiries it brings, and also in proportion to the number of direct

sales it makes. This, of course, refers only to cases where an ad is intended to induce sales, either directly, or through the medium of a booklet or other form of secondary advertising. Where the sales depend upon this latter means, the printed matter must be irreproachable. The question of cost must be put out of the advertiser's mind. The best printing is none too good for a booklet which is intended to induce sales. The most forceful arguments must be used in its pages. The cuts, if there are any, must represent the article to be sold with absolute fidelity. Consider what such a booklet has to do. It must take the place of a living salesman—it must take the place of his samples. It must take the place of his arguments, of his explanations, of his persistency, this creature of type and paper, and argue and explain and convince, until its reader is converted to the belief that he wants the article which it advertises.

And yet the business houses that insist upon their salesmen presenting a good appearance—these same firms send out their paper salesmen—their booklets and catalogues—hampered by all their limitations, and still further hampered by shabby clothes and an inability to speak decent English!

And these are the people who say that magazine advertising doesn't pay.

But this is not the only weak point in their advertising.

Out of the thirty advertisers to whom I wrote, only seven made any attempt to follow up the booklet with any other advertising. Of these seven, only two made any persistent attempt to follow it up, the balance dropping out after the first or second letter. Now, if it is worth while advertising in high-priced magazines in order to get a list of names of presumably interested parties, it is worth while to follow them up persistently and continuously. And this following-up process should be continued until the party gives a definite statement of his intentions. If other means fail, a self-addressed return postal card

should be used. A list of names is a valuable property, if it is worked intelligently. If neglected, it is so much wasted capital.

Suppose an advertisement costs \$100 and brings in one thousand inquiries; each inquiry costs originally ten cents. The booklets sent out in response to inquiries will cost, say, ten cents more. Postage will cost two cents. That makes a total cost of twenty-two cents for each inquiry. Suppose the booklets alone bring in two hundred orders—that leaves eight hundred names, at an aggregate cost of \$176, to be worked. And after determining as soon as possible the dead names on the list, the balance should be worked until their possibilities are exhausted.

The advertiser who would make his magazine advertising a direct source of profit, must go into the field prepared to send to inquirers the most attractive and convincing printed matter that he can devise or have devised for him. And he must be prepared to follow up inquiries systematically, keeping everlastingly after them until a purchase or a flat refusal is the result.

NOW IN INNOCUOUS DESUETUDE

A few years ago a great deal of ingenuity was wasted in fooling people into reading advertisements. The commonest plan was to devise a newspaper article which, beginning as a thrilling story, ended as a flat advertisement. Few people, however, read beyond the point where the advertisement proper commenced. This method of obtaining readers soon fell into desuetude, and the ingenious advertiser now prints only the advertisement; but he makes the ad so interesting that everybody wants to read it.—*Wichita (Kans.) Eagle*.

ANOTHER ABOMINATION.

The *Philadelphia Record* thus describes an advertising device invented by Joseph Scalona, an Italian of that city:

The bombs are to be made of papier-mache, and consist of two members adapted to screw into each other, leaving a space for the explosives and a space for the handbills. Between the inner and outer walls of shell a hollow space is provided, intended to be filled with sawdust to protect the printed matter from being injured by the explosive action of the powder or material by which the bomb is exploded. A time fuse completes this unique distributing device. The idea is to send the bomb up into the air in rocket fashion and then have it explode, when a shower of handbills would be scattered over the streets. In falling these naturally attract attention, much more so than if they were thrust into the hands of passing pedestrians. Or, the bomb could be exploded on the sidewalk or street and deluge the crowd with a rain of small advertisement slips. The device is arranged so as to be readily shipped, and the parts adjusted as desired. At night these bombs could be utilized to attract attention by filling them with pyrotechnic matter.

TRAVELING SALESMEN AND ADVERTISING.

No matter what transformations may occur in methods of conducting business, the traveling salesman will remain an integral part of mercantile life, essential to its well-being. Manufacturers are, however, learning to second the efforts of the salesman and to help themselves by helping him. Judicious advertising in trade periodicals accomplishes this purpose surely and expeditiously. The most successful houses are those which employ printers' ink liberally and thus prepare the buyer for the visit of the salesman. Consider the advantage that the salesman for a progressive firm enjoys over him who represents the other sort. The buyer or possible buyer already knows of the house, knows the class of goods it makes and the prices asked. Lengthy and often troublesome introductions are superfluous. The salesman has merely to show samples, dwell on the merits of his merchandise and apply argument and persuasion as salesmen well can.—*Clothiers' and Haberdashers' Weekly*.

Clean, paid for circulation is the kind that counts.

THE INDIANAPOLIS PRESS
has over 30,000 daily of that kind.

PERRY LUKENS, JR., Eastern Representative, Tribune Bldg., New York

JOHN M. JUDY'S ADVERTISING.

By J. M. Crayton.

The Grand Prairie House and Mule Market at Judyville, Carbon-dale P. O., Indiana, did a business amounting to over \$400,000 in 1899. During the year Mr. Judy sold from the market 3,757 horses and mules, 2,900 sets of harness, 2,120 wagons and buggies and a vast amount of other merchandise and machinery used by farmers. He keeps constantly employed from one hundred and fifty to two hundred persons in carrying on this business. Friday of each week is sales day at Judyville, and the little village is a scene of bustle and activity. Hundreds of people gathered from twenty counties in Western Indiana and Eastern Illinois are present to buy, sell or trade. While much of the business is done on a cash basis, the large volume of it is on credit, and Mr. Judy has on an average fifty mortgages maturing every business day in the year.

The proprietor of this vast business is an indefatigable, persistent advertiser and avails himself of almost every known method of gaining publicity. Booklets, circulars, folders and cards galore are circulated all over his field and every newspaper where he does business is largely patronized. One of the trade pullers which he believes his most profitable investment is a book which he has issued in some form every year he has been in business. The current edition is a volume thirty-one and one-half by five and one-half inches, containing one hundred and twelve pages, printed in minion type, interspersed with photo-engravings of buildings, employees, etc. The advertising expert would probably condemn the book as containing too much matter foreign to the subject under consideration, but as the author has found it has been highly successful in securing him customers for horses and mules, their opinion will not cause him to discontinue its publication.

A representative of the Little Schoolmaster recently interviewed Mr. Judy in order to secure his views on advertising. When ask-

ed to what extent, in his opinion, advertising had contributed to his success, Mr. Judy replied: "I attribute at least seventy-five per cent of my success to advertising. I utilize every form that presents itself if the cost will not exceed the benefits. My book I have published for eleven years and I have found it my best advertising, because I have gotten it up in such a form and written it in such plain language that the class I desire to reach will read it. I circulated 50,000 copies in 1899 and expect to exceed that number in 1900. If I want a little more business I mail out a few hundred books and the increase will be noticed at once.

"I have also found that circulars, carefully prepared and mailed to the right parties, always bring results. I have never experimented



with fence signs or billboards. I have my floats, wagons and banners in the parades at the street fairs and have something novel on the streets on all public days in towns in my territory. Everything I do in connection with my business is an advertisement for further business. Every time I speak of my business or can get others to speak of it I am advertising. If I send an article to a customer and he doesn't like it or makes bad use of it and I take it back and fix the article or fix the customer I am advertising. Above all forms of securing profitable publicity I find newspaper advertising is the best. In fact, I could not do business without the newspaper. It is to the local periodicals that the people look to learn when my office days are and when I am of-

fering special bargains, and the newspaper columns must be resorted to in order to supply the stimulus necessary to keep my branch stores in the lead of their competitors in their various localities. All printed matter, especially in the newspapers, should contain something out of the ordinary. This may be a picture, a trade-mark or some other distinctive device that will impress itself upon the readers. I have adopted as my trade-mark the motto, 'Judy does more than he agrees,' and that device appears on all my stationery, ads, etc., and is painted on all my vehicles. I always make it the loudest thing in an ad."

The principle upon which Mr. Judy's business is conducted may be discerned from the following extract from one of his booklets:

We guarantee a horse or an article for what the purchaser thinks it is, and for what he wants, not what it may appear to be, if the purchaser is frank and makes us know what he wants and what he thinks he is getting. Will exchange any time if buyer is not suited, if article is not damaged. We want our buyer pleased, if half fair, or we prefer not to trade.

PERHAPS NOT WHAT THEY MEAN.

The frank advertisement is considered to be the best advertisement, but there is a question whether too much frankness will promote a sale of property. For instance: We find in a Boston paper a notice that a magazine is to be sold, and the statement is made that this is a "chance for a young man to sink \$20,000 in learning all about the business of publishing a periodical." This seems to be a genuine business announcement, but one would not naturally expect many returns from it.—*Norwich (Conn.) Bulletin.*

"CIRCUMSTANCES alter cases" in advertising as in everything else.

MANILA METHODS.

Such a thing as the delivery of goods from retail stores is unknown in Manila, and even wrapping them up to be carried by the purchaser is not considered a necessity. If one goes into a tolaconist's for a box of cigars it is handed to him over the counter unwrapped. If he, by pantomime or the use of his "Spanish at a glance," succeeds in conveying the intelligence that he desires his purchase wrapped up, a search is instituted for a piece of newspaper, and if this be found, the box is enveloped in it and handed to him with a courtly bow, but without string. A few bakery wagons may be seen going from house to house, and ice carts and soda water carts, but beyond these regular delivery vehicles are unknown. Instead of milk wagons, bare-legged milkmen trot about with long-necked jars or bamboo cylinders hanging from either end of a pole carried on the shoulder. The substitute for the butcher cart and the grocer's wagon is the basket of woven bamboo carried from the market on the head of the customer, almost invariably a woman, a term including girls of ten years and toothless crones. Whatever the shopper buys is laid in bulk in her shallow basket, and when she is satisfied she walks calmly away with the basket on her head, its contents exposed to the gaze of the public and accumulating dust.—*New York Evening Post.*

IN LONDON.

Henry Labouchere says in *Truth*: "My impression is that the two-cent paper is doomed. Prejudice and the conservative instincts of Englishmen may keep some of them going a few years longer, but for all of them the handwriting is upon the wall. The tendency everywhere now is for the one-cent paper," he added in an interview. "London has fewer newspapers in proportion to its population than any other city. Compare it with Paris and New York, or even with any second-rate city on the Continent. You are amazed by the difference. Some well-established one-cent papers make enormous profits. In London, I believe, a large number of new one-cent dailies will spring up."

IN A NUTSHELL.

The man who looks after a little advertising space carefully will soon find that he can afford a larger one.—*White.*

AT THIS OFFICE, 10 Spruce St., New York,

the Geo. P. Rowell Advertising Agency keeps on file the leading daily and weekly papers and monthly magazines: is authorized to receive and forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

MUSCATINE ADVERTISING.

By Harold J. Mahin.

"A dollar draft with every bottle" is the catch word of the Lightning Medicine Company of Muscatine, Iowa, a comparatively new patent medicine company, which is cutting wide swaths in the Middle West. Nor is the statement any bluff, as I learned by calling on Mr. George J. Gruber, manager of the company. A bona fide dollar draft on the First National Bank of Muscatine is placed in each dollar package of Mull's Pioneer Cure and in plain words

big space and are having wonderful results. We do a great deal of sampling through general distributors as well as through the mails, by sending coupons to persons asking them to call on their druggist for one of our cures for some specific disease—our remedy is not a cure-all. The druggist returns the coupon to us and once having it with the name we begin with a series of form letters to work upon the person to whom the sample was given for that particular disease which he mentioned. The fact that we know his name and disease so correctly makes the

Guaranteed by a dollar draft in every dollar worth of Mull's Pioneer Cure.

Safety Valve

There is particular occasion this Spring to lend your system help to throw off the stagnation and poison accumulated during the winter just passed. Atmospheric conditions have been unusually unhealthful. There is much danger of an epidemic. Every system is chock full of poison.

A 4 days' use of Mull's Pioneer Cure for Liver and Blood is sufficient to demonstrate its power to throw off disease, tone up your nerves, and purify your blood.

A 25c box will convince you. In chocolate coated tablet form. No pills required in connection with it.

For full particulars ask your druggist. If he does not keep it, address the manufacturers, The Lightning Medicine Co., Muscatine, Ia. Best cost used or will be repaid at once. There is no other like it.

Remember, Mull's dollar draft! Mull's Lightning Cure. Satisfies absolutely every one and for all druggists.

not to be mistaken the buyer is invited to fill the same out and get his money back should the medicine prove unsatisfactory. "The peculiar part of it is," said Mr. Gruber, "that very few take advantage of our offer. The present percentage of drafts drawn is only three out of a thousand. When we do pay one we advertise it big; it's so unusual. I have a fac-simile of one paid some time ago running in one of the Chicago papers now.

"Our advertising is done largely in the newspapers. We have done a little in the mail-order magazines, but find the newspaper the best. We have lately branched out in Chicago and Detroit with

thing seem very personal, and his good will is secured.

"Of course our dollar draft is the strong card. We have faith in our medicines and prove it in that way, thus inspiring confidence in the average buyer. We are not going into general advertising just yet. We will cover a State or region at a time. We have Iowa well covered; now using the local papers in nearly every town of any size at all, and are branching out to the surrounding States. Have commenced operations in California, Indian Territory, Washington, Oregon, Georgia, Florida, Kansas, Nebraska, Minnesota, West Virginia, Ohio, Missouri, Pennsylvania, Massachu-

setts, Michigan, Wisconsin and Illinois."

Mr. Gruber continued to tell me much more of interest about other unique plans of his, which I have neither time nor space to give here. He is, by the way, the same man who originated the plan of selling monuments by mail. He is proprietor of works at Muscatine, and by putting ads in many papers within and out of the State and arranging a very clever follow-up system, he worked up quite a business. That the plan is a good one seems to be proven by the fact that Sears, Roebuck & Co. of Chicago copied and adopted it after Mr. Gruber's model. The scheme was a carefully prepared one, involving the watching of papers to note deaths, etc., after which the family of the deceased was approached with nicely worded letters, and if a monument was desired a sale frequently followed. Mr. Gruber has naturally been the subject of much comment by reason of his business combination, but he turns off the same with the statements that medicine and monuments are rarely sold to the same people. "PRINTERS' INK is next to my Bible with me," were Mr. Gruber's remarks when asked if he read the Little Schoolmaster.

GREELEY'S WIT.

While in Peekskill Mr. Greeley was sitting on a hotel piazza, scanning the columns of the *Tribune*, when a stranger came along, glanced contemptuously at the paper and remarked:

"Fine sheet you've got there, mister! I used to read it myself, but I've subscribed for a decent paper now, and as fast as the *Tribune* comes along I feed it to my goat. That's all it's fit for."

Greeley glanced up over his paper with a quizzical smile.

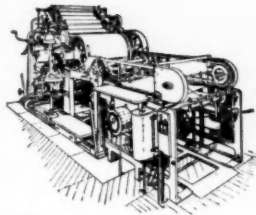
"So you feed your goat on *Tribunes*, do you?" he asked in the mildest of accents.

"Yes, sir, I do," blustered the stranger.

"All right, my friend, said Mr. Greeley, "keep right on reading some other paper and feeding your goat on *Tribunes*, and I'll guarantee in three months' time the goat will know a darn sight more about what is going on in the world than its owner does!"—*Lippincott's Magazine*.

LOGIC FROM BOSTON.

The fashions prescribed by advertising experts may not be any more suitable to a certain business than the fashions prescribed by dress experts are to a certain individual.—*Profitable Advertising*.



THE capacity of our four Cottrell Web Presses is about 200,000 copies of THE SATURDAY EVENING POST per week.

Our circulation is now nearly 250,000.

We have a force of night pressmen, and will run the above four presses night and day until our new annex building is ready—probably June 1—when six new presses, now building, will be installed, making a total of ten presses for the POST, which will enable us to print half a million copies each week without night work; also to print nearer to date of publication, so that our editorial page and "Publick Occurrences" will be much more timely and thus greatly improved, and advertisers accommodated by a saving of two weeks' time in getting their announcements before the public. By night work we can take care of present demands up to

300,000

editions.

THE CURTIS PUBLISHING CO.

PHILADELPHIA.

IT TASTES GOOD

Hamm's



Old Lager Beer.

Recommended
by
Physicians.



QUITE EYE-ATTRACTING.

TRUE WORDS.

The world is always changing. It is not safe to rely on the habit of your customer to do business with you and send his friends to you. The habit needs constant renewal or re-enforcement. Children are growing up and graduating into adult life; newcomers are arriving. If you cease to add new forces to the current which bears your way, it will lose strength and finally be diverted into other channels. The woman who read your advertisement three or four years ago become your customer, liked your methods, brought her little circle to you and came and sent so regularly that you grew to

regard her as yours "for keeps," may fall under the spell of another advertisement writer or under the influence of another woman of greater personal force or higher social prestige. Cast your net into the sea for that other woman and you will probably get both. Do not let the tide turn against you. It may never return. And you never know in these days of commercial rivalry how small an influence may change the current of your business life for or against you.

—Galena (Ill.) Democrat.

THE successful advertiser need not necessarily be a grammarian, but it will not hurt him any if he is.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi.*, II.

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as coming FROM HIM. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

COLORADO.

Denver (Col.) *Illustrated Weekly* (2).—Ours is the largest sworn and proven circulation in Colorado. You cannot cover the West unless you use the *Illustrated Weekly*. No other single publication, be it daily or weekly, possesses such a large circulation.

DELAWARE.

Wilmington (Del.) *Every Evening* (1).—The daily average circulation of *Every Evening* is guaranteed to exceed the combined circulation of any other two daily newspapers in Wilmington.

Wilmington (Del.) *News* (2).—There is no better way of getting at the worth of a newspaper as an advertising medium, than by comparing its advertising business with that of other newspapers published in the same field, and by consulting the regular newsdealers and newsgents as to which paper sells the best. It is proof conclusive that the paper selling the best is the one that the people want, and the one that the advertiser wants. The news-dealers and news-agents of Wilmington, Del., and vicinity sell more copies of the *Morning News* daily than all other daily papers of Wilmington combined. This is a strong assertion, but we invite an investigation or will furnish a sworn statement of this account to any advertiser so desiring.

ILLINOIS.

Chicago (Ill.) *American Illustrated* (1).—Business men find *American Illustrated* to be one of the very best advertising mediums in America, because it is bright, cheerful, wide-awake, no cobwebs, richly illustrated, a work of art and interest to all.

INDIANA.

Indianapolis (Ind.) *Indiana State Sentinel* (2).—The circulation of the *Indiana State Sentinel* is now greater than any other newspaper published in Indiana has ever attained. There are other weeklies with a larger circulation scattered over a great area, but none with a circulation within an area equal to that of the State of Indiana which nearly approaches that of the *Indiana State Sentinel* in Indiana. It is not necessary to say that a newspaper circulation so compact as that of the *State Sentinel* is worth vastly more to adver-

tisers copy for copy than a circulation scattered over an entire continent.

Indianapolis (Ind.) *News* (3).—During April the *News* printed 1,282 1-5 columns of paid advertisements, an average of 51 1/4 columns a day. For the corresponding month of 1899, 909 1/2 columns were printed, a daily average of 58 3/4 columns. Thus there was a net gain for the month of 312.7 columns, or 12 1/2 columns a day—about 33 per cent. This is the most paid advertising ever printed by any Indiana paper in a single month.

IOWA.

Davenport (Iowa) *Times* (2).—The field occupied by the *Times* is the most important in Eastern Iowa and offers inducements which no advertiser can afford to overlook. Davenport is a city of over 40,000 people, with four national and five savings banks. The deposits of the five savings banks aggregate \$11,861,108.79. We doubt if any other city of the same population can show so much wealth distributed among so large a proportion of its people. The *Times* guarantees advertisers a larger circulation than any other two Davenport dailies. It is subscribed and paid for in more than half the homes in Davenport where an English paper is read, besides going into more than forty surrounding towns with a three o'clock mail edition. The *Times* makes public its actual detailed circulation figures under sworn affidavits, which no other Davenport paper dares to do, and further opens its books at all times so its figures may be verified. Daily average for March, 3,634. The *Times'* position to-day is the result of persistent efforts to make it the best newspaper in this territory.

Des Moines (Iowa) *News* (3).—The *News* leads all other Iowa newspapers in the volume and variety of "want" advertisements. The reason is not far to seek. It is explained in one word—circulation. Circulation makes advertising valuable and advertising certifies to the value of circulation in an infallible way—it produces results. Special efforts may make a showing, but in the last analysis and in the long run no newspaper can steadily maintain its classified advertising without a large circulation. The *News* has hundreds of testimonials, printed in this newspaper from time to time, in which advertisers say they have tried other newspapers and have dropped them because of the better returns from this newspaper. This is the crucial test and there is but one explanation—a superior circulation.

Des Moines (Ia.) *Popular Monthly* (1).—Our circulation is in the best mail-

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

order territory in the United States among the people who do the mail-order buying. No mere sample copy list, but a list obtained from subscribers themselves by our direct efforts.

Red Oak (Iowa) *Express* (1).—The actual average copies of the *Express* printed in 1899 was 2,218. The actual average circulation in and adjacent to Montgomery County was 1,746. The actual average circulation in the county of the nearest competitor was 1,012. The publishers of the *Express* will submit to any responsible advertiser, at its office, the actual list itself, showing name and postoffice of every subscriber and the date to which he is paid.

KANSAS.

Girard (Kans.) *Verdict* (2).—Stands at the head of the list of local papers published in Southeastern Kansas for the following reasons: Its circulation is greater than any other local paper in this part of the State. Its subscriptions are all paid in advance; the books are always open to advertisers.

MAINE.

Bangor (Me.) *News* (2).—The *News* has bought the circulation, good-will and plant of the Bangor *Daily Whig and Courier* and the *Weekly Courier*—the daily established in 1834, the weekly in 1833—probably the oldest papers in Maine. We have added the circulation of these two papers to that of the Bangor *Daily News* and the Bangor *Semi-Weekly News*. Our daily surely has 50 per cent greater circulation than that of any other in Maine. We cover eight counties out of sixteen, with a population of 340,000. The *News* is the only morning daily in Eastern and Northern Maine and east and north of Augusta (the capital of the State).

MASSACHUSETTS.

Boston (Mass.) *Journal* (1).—The Boston *Journal's* advertising last year increased 41 per cent over that of 1898 in actual money value, not simply space. It has printed in the year ending April 1, 1900, 16,760 more lines of book advertising than any other paper in Boston publishing morning and evening editions. It publishes more real estate advertising daily than any other paper in Boston. All goods intended for household use can be advertised to better advantage in the *Journal* than in any other Boston paper. One advertising price covers eight editions. The Boston *Journal* stands second in circulation in the homes of Boston suburbs.

Boston (Mass.) *Universalist Leader* (2).—Since its consolidation with the other four Universalist publications is one of the leading religious weeklies of the United States. It has the largest circulation of any denominational weekly published in New England, with possibly one exception, and is a medium which has proved most satisfactory to advertisers during the past two years.

New Bedford (Mass.) *Evening Standard* (1).—The greatest daily in Southern Massachusetts. In connection with the *Republican Standard*, weekly, it reaches the buyers of a prosperous agricultural district of 40,000 people.

MINNESOTA.

Minneapolis (Minn.) *Journal* (3).—It takes three triple-deck presses to run off the circulation of the Minneapolis

Journal. It has the greatest press capacity of any paper in the Northwest. These presses print 75,000 twelve-page papers per hour. The *Journal's* superiority of circulation is proven another way: advertisers prove it. The *Journal* carried more advertising in its six issues than any daily and Sunday paper combined in the two cities.

MISSOURI.

St. Louis (Mo.) *Butchers' and Packers' Gazette* (2).—The *Butchers' and Packers' Magazine* of St. Louis, Mo., published for eighteen years as a monthly, has been merged with the *Missouri Gazette* and the name changed to the *Butchers' and Packers' Gazette* and will hereafter appear weekly. The *Missouri Gazette* was one of the oldest weekly papers in Missouri, as it was established in 1808. The *Butchers' and Packers' Gazette* is the only publication devoted to butchering and meat packing west of New York and the only periodical of its class issued in strictly newspaper form, being a seven-column quarto.

NEW YORK.

Syracuse (N. Y.) *Post-Standard* (2).—Is the only morning daily printed in Syracuse. It is the only morning daily of general circulation throughout the whole of Central and the whole of Northern New York—Utica being considered as located in Eastern New York. The *Post-Standard* is a paper that goes directly to the homes. It is a clean, wholesome, aggressive, up-to-date Republican newspaper. Three editions are published, daily, semi-weekly and Sunday. The *Post-Standard* is a consolidation of the Syracuse *Post* and the Syracuse *Standard*, and went into effect January 1, 1899. To show how this paper is growing, a comparison is made between the net paid circulation (sworn to) for the first three months in 1899 and the first three months in 1900. The total net paid circulation of the *Post-Standard*—daily edition—for January, February and March, 1899, was 964,588—an average of 12,527 copies; total Sunday for the same period was 131,507—an average of 10,116 copies; total semi-weekly for the same period was 270,933—an average of 10,386 copies. In 1900, total daily net paid circulation (sworn to) for the months of January, February and March was 1,348,508—an average of 17,288 copies; for the Sunday, same period, 180,194—an average of 15,016; for the semi-weekly, same period, total of 325,553—an average of 12,521 copies.

OHIO.

Springfield (Ohio) *Woman's Home Companion* (1).—The circulation of the *Woman's Home Companion* is definite and certain. The average circulation for the twelve months ending with the February, 1900, issue was 332,916 copies, guaranteed. Nearly a thousand of the leading advertisers are using the *Woman's Home Companion*, which fact in itself indicates the value of the publication as an advertising medium. There were, all told, nearly five columns of desirable advertising copy omitted from the April issue, owing to lack of space. If you wish to advertise an article of special interest to women and the well-to-do home you can cover the field quickly and generally by using the *Woman's Home Companion*.

The Sun

**Will be Totally Eclipsed on May 28th,
SO THE SCIENTISTS TELL US.
BUT ON THIS THE 2ND DAY OF MAY AND UNTIL FURTHER NOTICE**

We will eclipse anything in Western Georgia in Good Values
and low prices. You will not need any "smoked glass
to verify this statement.

BRADLEY STOCKLEY Co.

Originators of the "One Price" House.

ECLIPSE UTILIZED.

CARROLLTON, Ga., May 4, 1900.

Editor of PRINTERS' INK:

As utilizing the eclipse of the sun
for advertising purposes is somewhat

out of the ordinary, and can only be
resorted to at rare intervals, the in-
closed from the *Carroll Free Press* is
submitted to the Big Schoolmaster in
the Art of Advertising.

Respectfully,

PAUL HEARN.

ONE MAN'S ADVERTISING.

Office of

THE J. L. HUDSON Co.

DETROIT, Mich., May 12, 1900.

Editor of PRINTERS' INK:

Among the hundreds of applications
for positions that have come to this es-
tablishment, none have taken such bold
steps to "blow their own horn" as the

OPEN FOR AN ENGAGEMENT.

A thoroughly up-to-date, dry goods
man of twenty-eight years' steady ap-
plication is open for an engagement
at once, or July 1, 1900, as general
manager of a large department store,
or would accept the management of
two strong departments located on one
floor, such as millinery and cloaks,
which lines I would prefer, as they are
recognized to be the very hardest to
make a showing in. The advertiser has
extraordinary executive ability, can cre-
ate sales, turn capital often, keep every
dollar invested active, fight for datings
and discounts and show satisfactory re-
sults at the end of the season. Can
turn any slow and weak department
into a lively money-maker. Know what
to buy, where to buy, when to buy,
how much to buy and when to stop
buying. Am an expert stockkeeper and
a clean invoicer. Faithful, reliable,
honest, an indefatigable worker, love
merchandising and look upon it as the
greatest science of the age. Am strictly
business from morning until night—
six days in the week. Am 42 years old,
German-American and one of the best
posted men in general merchandise in
the United States, as well as a special-
ist of unquestioned ability.

Commenced as cash boy twenty-eight
years ago and have risen to the highest
position in the trade in the same city
in which I started.

Can take a great amount of respon-
sibility and have the experience, tact,
judgment and foresight to make the best
of every opportunity, and work to the

end to have profits of a season's busi-
ness in cash and not in merchandise.

Am capable to relieve any man (who
wishes to transfer them) of the care,
responsibility and thorough watchfulness
of all minor details of a business, that
are such an important feature of suc-
cessful merchandising.

writer of one, a copy of which is here-
with inclosed. It is needless to say that
men who can do what this man claims
he can do are not sending out such ad-
vertisements—he never is compelled to.
Yours truly,
CHAS. W. HAWKINS.

ANOTHER GRAMMAR ADVOCATE.

DETROIT, Mich., May 12, 1900.

Editor of PRINTERS' INK:

Referring to the subject of "Mr. Cros-
by's grammar," I want to say to you
that I am delighted to see you stand
for good grammar. I can find no ex-
cuse for the deliberate use of bad gram-
mar, either written or spoken. I, my-
self, may sometimes unwittingly lapse
into grammatical errors, but whenever
that happens I hope some one will be
at hand to correct me. If we overlook
sundry small inaccuracies in grammar
where shall we draw the line? I am
heartily in accord with the sentiments
expressed by Messrs. Ryan and Craw,
and I believe the vast majority of edu-
cated people are also. With kind re-
gards, I am, sir, Yours faithfully,
FRANK HOCKING CHAPLIN.

TEXTILE JOURNALS.

SAVANNAH, Ga., May 10, 1900.

Editor of PRINTERS' INK:

Kindly advise us names of the textile
papers that circulate most freely among
the cotton mills people in the South.
Your kind attention to this will be ap-
preciated. Yours truly,

THE ANTISEPTIC BROOM Co.

We suggest *Fibre and Fabric*, *Amer-
ican Wool* and *Cotton Reporter* and
Textile World, all of Boston.

IN OMAHA.

OMAHA, Neb., April 30, 1900.

Editor of PRINTERS' INK:

This is the offer the Omaha *World-Herald* made April 26th to the Omaha *Bee* to have the circulations of both papers investigated by a committee of Omaha business men with expert accountants, all expenses to be borne by the paper of smallest paid circulation. Advertisers who want the truth should urge the *Bee* to accept. Yours truly,

OMAHA WORLD-HERALD.

A PROPOSITION MODIFIED AND ACCEPTED.

In order that all doubt may be dispelled, the *Bee* makes the following proposition: It will place the census list for each of its routes in the city of Omaha in the hands of a committee of Omaha business men the *World-Herald* may name, to be carefully checked up with the carrier delivery circulation of the *World-Herald* for the first week in April, the *World-Herald* to be credited with every name omitted by the *Bee's* census takers; the proving up process to be made by one representative of the *Bee*, one of the *World-Herald* and one of the *News*. That is to say, every subscriber claimed by the *World-Herald* in excess of the credit given shall be traced to his residence or business office and his receipts submitted. When the comparison is complete the *Bee* will revise its figures and credit the *World-Herald* with whatever additional carrier delivery subscription it may prove up, at the same time agreeing to deduct from its own credit all names shown to have been erroneously inserted.—*Omaha Bee*.

We accept the challenge if modified and enlarged as follows:

A rigid investigation of the total circulation of the *World-Herald* and *Bee* as it stood April 7, 1900, to be made.

The same to be under full control of three Omaha merchants of high character, as follows:

C. C. Belden, of Thompson, Belden & Co.

Robert Cowell, of Thomas Kilpatrick & Co.

C. M. Wilhelm, of Orchard, Wilhelm & Co.

The above to constitute the investigating committee. Said committee to employ one or more high-class accountants at an expense not to exceed \$500. Said accountants and committee to have full and unrestricted access to all books, records and accounts relating to the circulation of the *World-Herald* and *Bee*, including bills for paper, postage, cash receipts, etc., and to be authorized to put under oath any officer or employee of the *World-Herald* and *Bee* concerning any matter relating in any way to circulation. Said accountants to be pledged not to reveal any information so obtained in one newspaper to the other or to any one else except to the investigating committee. The said committee, when fully advised, to make up and publish in both *World-Herald* and *Bee* a certified report and finding, showing as follows:

First—The total circulation of the *World-Herald* and of the *Bee*.

Second—The number of deadhead copies of the *World-Herald* and of the *Bee*.

Third—The number of newspaper exchanges on each subscription list.

Fourth—The number of paying subscribers on each newspaper.

Fifth—The newsdealers' sales of each newspaper.

Sixth—The newsboy street sales of each newspaper.

Seventh—Any other legitimate paid circulation.

Eighth—The total paid circulation of the *World-Herald* and the total paid circulation of the *Bee*.

The term *Bee* to mean all daily morning and evening editions of the *Bee*. The term *World-Herald* to mean all daily morning and evening editions of the *World-Herald*.

The paper found to have the largest paid circulation shall be declared the winner and the other paper shall forthwith pay all cost of the investigation.

This proposition takes the controversy out of the realm of newspaper rivalry and puts it into the hands of the business man. The *World-Herald* bars the *Bee* and the *News*, but accepts the business man.

A MEANS OF ADVERTISING.

Office of

JAMES E. PATTON COMPANY.

MILWAUKEE, WIS., May 11, 1900.

Editor of PRINTERS' INK:

I have often thought that the publishers of the leading periodicals sawed a lack of business enterprise in not systematically calling the attention of national advertisers to the personnel of their publications by means of constantly sending their periodicals to them.

As manager of Sun-Proof Paint advertising, I am deluged with periodicals that I have never heard of before, but very few of the standard publications make use of this means of advertising. If we drop our advertisement for a single issue from some of the publications the publication is at once stopped. The result of this is necessarily one of estrangement, because the advertising manager loses interest in the publication so that the chance of securing the advertiser's business again is slim.

We used one of the cheap magazines for several years and then stopped it. I have never seen a copy of that magazine since. It is possible that I would have used it if I had constantly seen it. The advertising manager is so buried by the demands and claims of other publishers that he rarely, if ever, buys competing magazines or journals.

I recently noticed a favorable comment of yours on one of our two-inch advertisements. You thought it catchy and we are pleased that it met with your approval. Yours truly,

J. E. PATTON, JR.

SELECTING A NAME.

A name, to be successful, must be short, easily pronounced and as easy to remember; avoid, if possible, a name with the letters u and n in it; it is so easy for a printer to get those letters transposed. Try to get a word of not more than three syllables; a name of twelve letters is large enough. Popularize a name by using it as much as possible; get it on all of your stationery and give it a prominent place in your advertising.—*Advisor*.

AN EXPLANATION.

Office of
"THE DAVENPORT TIMES."
DAVENPORT, Ia., May 14, 1900.
Editor of PRINTERS' INK:

Your comment in connection with the mention in your issue of the little booklet we recently printed touching the circulation of Davenport newspapers leaves a wrong impression in a reader's mind. We have mailed sworn detailed statement to the American Newspaper Directory, but owing to the fact that the figure did not cover an entire year the Directory manager turned us down. The new management has not been in charge that long and there was nothing left by the old to enable us to make our record complete. In justice to us we hope you will allow us this explanation in your paper. Whenever we have our own year completed we shall have figures.

Yours very truly,
THE TIMES COMPANY,
C. D. Reimers, Manager.

SPECIAL AND GENERAL AGENTS.

There are two kinds of advertising agents—special and general. Special agents are employees of publishers, paid either a salary or commission or part salary and commission, to represent particular publications—to secure advertisements for them. Special agents are not required to create advertisers; they are expected to solicit existing advertisements from either advertisers or general agents. They correspond to the traveling salesmen of mercantile concerns. General agents do not represent one publication more than another. They receive no regular pay from publishers, but are allowed a commission on the business they actually send to publishers. Representing any and all publications they alone are in a position to take charge of the advertising of the advertiser who must use a number of publications. Nearly all advertising existing to-day was either originated or is placed by general agents.—*The Procter & Collier Co.*

IN LONDON.

An ingenious method of enhancing the value of one's wares has been discovered by a cycle dealer in London. His goodly row of machines marked at ten guineas each did not have the desired effect, owing, perhaps, to the proximity of Holborn Viaduct. So, in order to draw attention to his merchandise, he induced his neighbor, who was in a different line, to place in his window a shopspoiled machine of another maker. This machine, which apparently was not one whit better than those labeled next door at ten guineas, had attached to it a card bearing the legend, "Second-hand machine, original price twenty-two guineas; sacrifice for thirteen guineas." Those who paused to view this cycle in its unaccustomed environment could not avoid making a comparison between it and the mounts next door, to the evident advantage of the latter.—*The Wheel.*

Each system of advertising has its merits, and the finest results are obtained by a skillful dovetailing of the best points of each.—*Advisor.*

SARCASTIC ADVICE TO ADVERTISERS.

If possible, get in a little dig at your competitor. That shows you have respect for yourself—and his goods.

Always insist on your advertisement being in black type. It doesn't cost any more and makes up for what you didn't tell.

Never take a white piece of paper and write your advertisements legibly—it is time thrown away. The printer is hired to read any old thing.

If you spend 10 cents in advertising, you ought to make \$1 out of it. That is reasonable and a good business proposition.

Never give the printer any latitude in getting up your advertisements. His lifetime experience is worthless and your taste is better than his, anyhow.

Always wait until the last minute before you send in your copy. The printer then has lots of time to study out display and get up an attractive advertisement.

Always insist that your advertisement be top column next to reading matter. That lets the printer onto the fact that you know a few things and makes him disposed to favor you when he can.

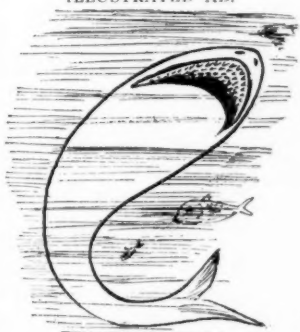
Never reveal the fact that you know that no expenditure of money is so sure of return many fold as that spent in advertising. If the publisher knew you were aware of it, it might make him feel too important.—*Michigan Tradesman.*

MICHIGAN SARCASM.

The Coldwater (Mich.) Reporter holds forth as follows:

The action of the Bronson editors in refusing to accept meal tickets in exchange for advertising is past all understanding. What the average editor needs; the one thing which is his inspiration day by day and the subject of his dreams by night, is a good square meal. To get it he will barter advertising, job printing, subscriptions, and in the rare instances when he has it, even cash. Yet here are two Bronson editors actually spurning meal tickets. You can safely wager that such a thing won't happen very soon on Monroe street.

ILLUSTRATED AD.



PARTIES DESIRING A GOOD OPENING MAY
FIND AN OPPORTUNITY HERE.

WISDOM FROM KANSAS.

In the never-ending battle for commercial supremacy the man who advertises, as compared with the non-advertiser, has the same advantage as the scientifically equipped soldier who fights against an opponent army with only a club.—*Wichita (Kan.) Eagle.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISEMENTS for the EVENING POST, Charleston, S. C.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

WANTED—A good second-hand job press, foot power. State price, size and condition. C. A. CUTTING, Reliance, Va.

WANTED—A Republican weekly in a good Western or Southwestern town. Address "BUSINESS," care Printers' Ink.

WANTED—A circulation man on a weekly paper of over 100,000 circulation. Pay dependent on results, be it much or little. Address "CIRCULATION," care Printers' Ink.

WANTED—To hear from religious newspapers and county weeklies who will exchange advertising space for a handsomely bound copy of the "Life of Dwight L. Moody." Address THE VIRGINIA MAGAZINE, Winchester, Va.

ORDERS for 5 line advertisements 4 weeks \$10. In 100 Illinois newspapers: 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes PRINTERS' INK for one year.

CORPORATION CHARTERS.

WEST VIRGINIA Charters.
W. H. LOPEL, ATT'Y, Washington, D. C.

MAILING MACHINES.

THE BEST, a label, '99 pat., is only \$12. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo, N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.

SUPERIOR engravings: promptness; lowest prices. ART ENGRAVING CO., Washington, D. C.

STOCK CUTS.

HALF-TONES suitable for calendars and novelties. Write THE STANDARD ENGRAVING CO. OF NEW YORK, 61 Ann St.

TRANSLATIONS.

ANY live language, by experts. Prompt work. Highest references. Write for booklet and rates. MONTEAL TRANSLATING BUREAU, Box 187, Montreal, Que.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 595 Broadway, N. Y.

STEREOTYPE OUTFITS.

STEREOTYPE outfits \$17 up; Hot and Cold processes included; make your own cuts in white on black and Granotype, no etching. Send stamp. H. KAHRS, 240 East 33d St., New York.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued March 1, 1900. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

ADVERTISING MEDIA.

NICKELL MAGAZINE, Boston.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

SUBSCRIPTION premiums wanted. FARM AND TRADE, Nashville, Tenn.

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

NICKELL MAGAZINE guarantees its circulation claims, under a \$1,000 forfeit.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

KEEP your eye on FARM AND TRADE, Nashville, Tenn. It's growing. Only 10c. a line now.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 8c. line. Circ'n 4,500. Close 24th. Sample free.

ANY person advertising in PRINTERS' INK to the amount of \$16 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C. is done under contract exclusively in THE EVENING POST.

A WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

THE Southern farmer boy swears by FARM AND TRADE, Nashville, Tenn., the only paper in the world published in his interest. 10c. per agate line.

NICKELL MAGAZINE ad rates, 30c. agate line; \$50 page; 5, 10 and 20 cent dis. on 3, 6 and 12 mo. orders; the lowest magazine rate. Figure it out yourself.

TO reach the prosperous farmers of the South try FARM AND TRADE, Nashville, Tenn., 10c. per agate line. Forms close 25th of month preceding date of issue.

THE only farmer boys' paper in the world is FARM AND TRADE, Nashville, Tenn. If you want to reach that class the best and only medium is FARM AND TRADE. Rates 10c. per line.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,053 weekly, among wealthy ranchers; growing rapidly; 6c. agate line; no medicine ads.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word a net; 50 inches display for \$15, 100 inches, \$25; 300 inches, \$60; 500 inches, \$95; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

DER HEROLD DES GLAUBENS, of St. Louis, Mo., a Catholic weekly, founded in 1850, proves a circulation exceeding 30,000 copies weekly. Rate, 70 cents per inch on 3 or more insertions. Discounts, 10 per cent on 104 inches; 15 per cent on 260 inches; 20 per cent on 520 inches—a lower rate than is offered by any other religious paper in the United States on guaranteed circulation. Write home office or OTTO KOENIG, Eastern Agent, 737 Park Row Building, N. Y.

THE HOME MAGAZINE, OF NEW YORK, is in its fourteenth volume, having been started as the *Commercial Travelers Home Magazine*. Two years ago the name was changed to the *HOME MAGAZINE*, and the office removed to New York City. Since then the energies of the MAGAZINE have been devoted more to pushing the circulation than toward building up the advertising patronage, upon the principle that circulation is absolutely essential to give advertisers satisfactory results on their business.

The circulation of the May issue was 75,000 copies, actually, of which over 40,000 are regular subscribers and the balance new stand sales, exchange and advertising copies. A feature about our circulation is that we deal direct with the news trade outside of the American News Co.

Our rate is \$30 per page or 40 cents per page line.

We want your business because our circulation will bring you results.

Send for copy and you'll be greatly pleased with it. **THE HOME MAGAZINE, 93-99 Nassau St., N. Y. City.**

SUPPLIES.

FREE sample of Metal Flux sent on request. Lengthens life of metal, saves waste, stops blowholes. **A. M. METAL FLUX CO.,** Detroit, Mich.

THIS paper is printed with ink manufactured by the **W. B. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York.** Special prices to cash buyers.

BOOKS.

SECRETS OF THE MAIL ORDER TRADE is just what its name implies. A practical volume, cloth bound; postpaid, \$1. **SAWYER PUB. CO.,** Temple Court, New York City.

A POSTAL CARD will get our wine cookery book and price list. If you like good things to eat and drink send for it. **C. E. SWEZEY,** with Brotherhood Wine Co., New York City.

ADVERTISING NOVELTIES.

A D-PAPER WALLET. Write to **CHICAGO ENVELOPE CLASP CO.,** Niles, Mich.

SEND for samples of our advertising puzzle cards. They bring results. We give a prize for every answer. **THE SPECIALTY SYNDCATE, 207 Broadway, New York.**

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

TRICYCLE wagons for merchants, \$40; lettered to suit. The most highly finished bicycle in the world, \$35; cash; list \$50. Output limited. To few first-class agents. **ROADSTER CYCLE SHOPS, Camden, N. J.**

FOR SALE.

MEALS sold, bought or exchanged. **ROBERT SNEIDER CO.,** Medalists, 145 Fulton St., N. Y.

STONEMETZ perfecting press and stereotyping machinery, 8,000 per hour, four or eight pp., cheap; \$1,000. **ENTERPRISE, Brockton, Mass.**

FOR SALE—Well established and paying variety store; city booming, little competition. Rare opportunity. Sickness the cause for selling. Address Box 878, Schenectady, N. Y.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK.** The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK, 10 Spruce St., New York.**

FOR SALE—An old established trade paper in a fine Western city. Paid circulation 10,000. Handsome advertising patronage, which is all the time on the increase. Complete plant except press. Price \$5,000, part cash, balance satisfactory securities. A man with some push can pay for the business in two years from the net profits. About \$8,000 in good advertising and subscription accounts now due the journal. These go to the purchaser. This is a gift-ed opportunity. Don't answer unless you mean business. Address "531," care **Printers' Ink.**

NEWSPAPERS FOR SALE.

DAILY and semi-weekly paper in Louisiana for \$13,000. Gross business \$14,000, profit \$5,000. Plant worth \$11,000, including linotype. Prosperous, growing city. No opposition. Give references. "SOUTH," care **Printers' Ink.**

IN Central New York, a paper making \$3,000 or more yearly, with a fine plant, can be bought for \$6,000. A fine chance for a young man with some capital. In asking particulars send financial references and amount of cash you have. "INDEPENDENT," care **Printers' Ink.**

BUSINESS OPPORTUNITIES.

SMALL daily paper in Western Pennsylvania, making about \$1,400 per year, can be bought for \$4,500. Good town, plant, etc. "DAILY," care **Printers' Ink.**

REPUBLICAN daily paper in pleasant New Jersey city, making \$6,000 and upwards yearly. Price \$25,000. Best of reasons for selling. Give references and amount of cash you have. "JERSEY," care **Printers' Ink.**

PUBLICATION BROKER.

EMERSON P. HARRIS, 150 NASSAU ST., N. Y. BROKER IN PUBLISHING BUSINESS.

ADVERTISEMENT CONSTRUCTORS.

J. HOWLAND HARDING, 1545 Broadway.

EDITH R. GERRY, 111 Nassau St. Ads. Booklets. Pictures.

AD A DAY \$10 a month. **GEORGE H. HAYWOOD, 9 Amity, New London, Conn.**

33 A MONTH for ad a week. **CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.**

100 COMPLETE Shoe Ads, all new, for \$2. **G. R. SYFERT, 48 S. 9th St., Columbus, O.**

BRAINS will help you prepare good retail ads. 10c. brings a sample copy. **BRAINS, New York.**

SNYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

BOOKLETS written, illustrated and furnished in quantities desired. Facilities unlimited and unsurpassed. Save time and money by writing. **GEORGE M. VICK, R8, Station B, Phila.**

BRIGHTEN up your advertising—change daily or weekly—let me write some for you. Note advertisement written by me on back cover. If you consider it good let me write for you. Place, much. **ARTHUR D. FERRIS, 16 and 18 Park Place, New York City.**

WE are doing effective work for one of the largest advertisers in the country and several smaller ones. Our work isn't cheap—it's satisfactory and worth every dollar it costs you. Sensible artist and typographers and the best printing equipment obtainable at our service. We can be profitable to you. **THE WINNEBAGOES, Box 184, Rockford, Ill.**

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of **PRINTERS' INK.** No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. **WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.**

IF you were to write me for samples of my work and look them over leisurely in the quiet of your office, you could at least do this much: You could quickly decide whether or not my work was sufficiently unlike the average run of such things as to make you feel like ordering something of me. Making people feel thus is my only excuse for sending you such samples to those whose seeming interest exceeds the postal card limit. I make catalogues, price lists, booklets, folders, mailing slips, newspaper and trade journal advertising, etc. I try hard, very hard, not to make "usual" things. **FRANCIS I. MAULE 402 Sansom St., Philadelphia.**

GET IN ON THE RISING TIDE !

The only Democratic Daily in a Democratic Stronghold. The National Democratic Convention to nominate a President for the United States meets in Kansas City, July 4, 1900.

March Circulation,
1,107,730 copies.

.. The Straight Story ..

Daily Average,
35,733 copies.

Sworn Detailed Statement of the Circulation of the

KANSAS CITY TIMES

DAILY AND SUNDAY

For the Months of January, February and March, 1900.

After deducting all copies returned by newsboys, and copies left over, spoiled and unaccounted for, the following is the straight story :

Average each Day for the month of January, 29,225
Average each day for the month of February, - - - 32,876
Average each day for the month of March, - - - 35,733
Circulation, March 31st, 37,685

JANUARY. FEBRUARY. MARCH.

1	25,490	32,720	33,110
2	25,585	32,680	33,680
3	26,190	32,790	33,740
4	26,500	32,710	33,900
5	26,810	32,615	33,980
6	26,988	32,710	34,105
7	27,272	32,810	34,225
8	27,310	32,790	34,110
9	27,370	32,740	34,810
10	27,830	32,900	34,990
11	27,910	32,910	35,110
12	28,307	32,910	35,225
13	28,609	32,840	35,400

STATE OF MISSOURI,) ss.
COUNTY OF JACKSON,)

I personally appeared before me, a Notary Public, in and for the County of Jackson, State of Missouri, Raymond P. May, Business Manager of THE KANSAS CITY TIMES, who deposes and says that the regular editions of THE KANSAS CITY TIMES for the months of January, February and March, 1900, after deducting all copies returned by newsboys, and copies left over, spoiled and unaccounted for, averaged 35,733 copies daily.

RAYMOND P. MAY,

Business Manager.

Sworn to and subscribed before me this 4th day of April, 1900.

months of January, February and March, 1900, after deducting all copies returned by newsboys, and copies left over, spoiled and unaccounted for, averaged 3,548 copies daily.

RAYMOND P. MAY,
Business Manager.
Sworn to and subscribed before me this 4th day of April, 1900.
My term expires October 1, 1902.
EVA L. MASSEY,
Notary Public.

SWORN STATEMENT OF CIRCULATION.

STATE OF MISSOURI, } ss.
COUNTY OF JACKSON. }

Personally appeared before me, a Notary Public in and for Jackson County, Missouri, Raymond P. May, Business Manager of THE KANSAS CITY TIMES, who deposes and says that the circulation of THE KANSAS CITY TIMES, after deducting all copies returned by newsboys and copies left over, spoiled in printing and unaccounted for, exceeds 37,000 copies daily, complete.

RAYMOND P. MAY,
Business Manager.
Sworn to and subscribed before me, the 4th day of April, 1900.
[SEAL] EVA L. MASSEY,
Notary Public,
Jackson County, Missouri.
My term expires October 1, 1902.

IMPORTANT.

The Kansas City Times will accept all advertising with the distinct and unequivocal guarantee that the statements contained herein are true and are open for the inspection of any and all advertisers who may make application at the business office of The Times.

On Sunday, April 8, 1900, THE KANSAS CITY TIMES carried a total of 2,516 inches of paid display advertising. This was more by a large percentage than that carried by any other Kansas City paper on that day.

THE S. C. BECKWITH SPECIAL AGENCY,
SOLE AGENTS FOR FOREIGN ADVERTISING.

47, 48, 49 and 59 Tribune Building, New York 469 The Rookery, Chicago

8	27,310	8	31,110	8	31,110
9	27,570	9	32,790	9	31,810
10	27,830	10	32,710	10	31,990
11	27,890	11	32,900	11	31,990
12	28,307	12	32,910	12	35,110
13	28,609	13	32,940	13	35,225
14	28,810	14	32,840	14	35,400
15	29,000	15	32,800	15	35,590
16	29,110	16	32,815	16	35,680
17	29,450	17	32,900	17	35,810
18	29,810	18	32,980	18	35,990
19	30,110	19	32,460	19	36,100
20	30,220	20	32,500	20	36,210
21	30,310	21	32,780	21	36,410
22	30,500	22	32,920	22	36,490
23	30,910	23	33,000	23	36,710
24	31,100	24	33,100	24	36,870
25	31,315	25	33,110	25	36,900
26	31,670	26	33,170	26	37,100
27	31,810	27	33,195	27	37,225
28	31,990	28	33,210	28	37,310
29	32,110	29	33,320	29	37,400
30	32,310	30		30	37,510
31	32,680	31		31	37,545
					37,685
					1,107,730
Av.D'y	29,225	Av.D'y	32,876	Av.D'y	35,733
	905,986		920,535		

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.
LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

NEW YORK, MAY 23, 1900.

Is it possible that after a while it will become so fashionable to exclude so-called undesirable advertising that the persons who desire to insert it will be unable to find mediums willing to take it for love or money, or both?

In *Advertising Experience* (Chicago) for May, Mr. Herman Lorch, manager of the stenographic department of Sears, Roebuck & Company, has an interesting article on "The handling of a large volume of correspondence." The methods which Mr. Lorch indicates are dictation, paragraphs, imitation typewritten forms and printed forms. Dictation he divides into ordinary dictation and "notation"—that is, indicating on the letter itself what one wishes to have said in reply. Paragraphs in which one fills in the specific information desired to be imparted he thinks highly of; the form letter, whether in the shape of imitation typewriting or of printed matter, he believes highly acceptable, on account of its great saving of time and the fact that the public reads it almost as readily as the personal letter, in cases where the information it contains has been applied for. In Mr. Lorch's view nothing approaches the value of the dictated letter; but he recognizes that in the case of a very large mail, its constant use is out of the question.

Mr. H. L. WILHELM, an attorney, wrote and now publishes himself a book called "Will B. More Letters." His sub-title is "An Undisguised Love Story of the Most Interesting Type, Written in a New and Wholly Original Style that Never Fails to Please. Satisfaction Guaranteed." In his advertisements he applies the following adjectives to the book: Original w.t. the latest, unique humor, fanciful pathos, romantic love, eloquent, interesting, amusing, attractive, instructive, beautiful, the best, descriptive, new.

For an author to designate the character of his work in this manner may be considered modesty in Seattle, but it does sound a trifle peculiar to metropolitan ears.

THE Niedich Process Company, of the Drexel Building, Philadelphia, have a process for duplicating, "not imitating," typewritten letters on a printing press that makes it impossible to detect any difference between the address at the top of the letter and its body. It is possible to duplicate any style or color of typewriting through this process and the results secured are not unworthy of the enthusiasm of the inventors. It costs \$4 to have 1,000 letters printed, the "stock" being furnished by the customer, and \$3 more for the insertion of the addresses. The price for the double service lessens in proportion to the number of copies desired, and comes down to as low as \$4.50 in large quantities. The philosophy of the process, if one may so term it, is thus described:

We attach a mechanism to platen presses, dealing exclusively with one printer in a city, which feeds a ribbon exactly similar to a typewriter ribbon except in width over the face of the type, this ribbon being the sole source of supply for the ink. The ribbon moves about a quarter of an inch between each impression, and when it is all wound on one roller, reverses and winds the other way. The names and addresses are then filled in from a piece of typewriter ribbon made from the same ink and the same cloth, and necessarily exactly matches the work.

WHEN a newspaper circulation is a mystery it seldom pays an advertiser to solve it.—*Hartford (Conn.) Globe.*

A CORRESPONDENT OF PRINTERS' INK writes:

One of the most elaborate and dainty advertising booklets ever issued is that published under the title of "Moorish Houses at Bayberry Point, Islip, L. I. The body of the brochure comprises thirteen leaves. This contains a description of the houses and property, in large body type, leaded and with generous margins. The paper employed is heavy cardboard, the cover pages being of lighter weight. The color of these leaves is a shade of cadet blue and the edges are gilt. A wide border of gold sets off each page, the upper half of each being adorned by a half-tone reproduction of various houses or grounds. These are surrounded by a border strip of gold. The cover pages are of Santiago blue and lap over the body of the booklet, being $7\frac{3}{4} \times 10\frac{3}{4}$ inches. The back cover laps over the front fully four inches. A white silk cord is used as binding. The booklets are sent out wrapped in tissue paper and in a pasteboard box. The edition is a limited one and each booklet is said to cost \$2.

THE effort to rehabilitate *Harper's Bazar* by changing its form, advertising it extensively and getting a number of men of high reputation to write for it, brings to mind the thought that for a number of years the *Bazar* has failed to gauge correctly what American women desire to read. It is not for a moment intended to give the impression that this publication, under Mrs. Sangster's literary guidance, was not an excellent periodical; as a matter of fact, it was too good, from a literary point of view, for mental consumption by the average woman. The editor of the *Ladies' Home Journal*, although a man, possessed a far better insight into feminine tastes in the matter of reading; he made his publication a collection of articles upon subjects which concerned women in their every-day life, with no effort to have it "literature." The result has been that almost a million subscribers have been obtained. The new *Harper's Bazar* will hardly appeal to the same class. It is more a literary journal with certain features of special interest for female readers, than a journal for female readers. This lack of distinctiveness is, perhaps, a fault, but in spite of it, the *Bazar* deserves success. If it ever secures a fairly large circulation that circulation will be among the most refined classes of women.

THE fact that the Siegel-Cooper Company suddenly withdrew its offer to sell preferred stock to the public is regarded among advertising men as a proof that the widely heralded offer was a scheme to secure free advertising. One advertising man, who appeared enthusiastic in the Little Schoolmaster's presence as to the brightness of idea he affected to see in the whole matter, said "it was a Conne game," while another contended that the praise, such as it is, was due to Mr. Henry Siegel.

IN the May issue of the *Cosmopolitan*, *Munsey's* and *McClure's* appeared a three-quarter-page advertisement of F. M. Lupton, publisher of cheap reprints of popular books, at 23 City Hall Place, New York City. Since the appearance of the Lupton announcement PRINTERS' INK has been deluged with copies of the page on which it appears, apparently torn out by newsdealers with whose interests it is believed to interfere. The latest installment contained twenty-two copies of the page. Not only does Lupton suffer, but the other advertisers, those on the same page and on the back of it, have cause for complaint. Among these are the Natural Hen Incubator Company, of Columbus, Neb.; W. G. Baker, Springfield, Mass.; Anti-Nausea Pad Company, Cincinnati, O.; the University Society, New York City; United Agency Company, Seymour Building, New York; Ohio Electric Works, Cleveland, O.; Burrows Brothers Company, Cleveland, O.; American Medicine Company, New York City; C. W. Bardeen, Syracuse, N. Y.; Perfect Scrap Book Company, New York; National Correspondence School of Law, Indianapolis, Ind.; and National School of Illustrating, of Indianapolis, Ind. Mr. Lupton's advertisement is worth attention in itself for its peculiarity. It advertises 138 books, ranging in price from one cent for "Under the Lilacs," by Charlotte M. Braeme, to forty-eight cents for a set of Dickens' works in twelve volumes. The whole list of 138 books may be had, postpaid, for \$4.75.

No existing advertising medium is indispensable, although the announcements of some of them would lead one to suppose they were.

ACCORDING to the Minneapolis (Minn.) *Journal*, the following is a correct statement of the number of columns of advertising carried by the Minneapolis and St. Paul papers for the month of April:

Journal, 25 days, 1306.12 columns; *Tribune*, 25 days, 734.12; *Tribune*, 25 days and 5 Sundays, 1132.07; *Times*, 25 days, 749.01; *Times*, 25 days and 5 Sundays, 1235.11; *Dispatch*, 25 days, 1217.16; *Pioneer Press*, 25 days, 508.04; *Pioneer Press*, 25 days and 5 Sundays, 985.20; *Globe*, 25 days, 479.00; *Globe*, 25 days and 5 Sundays, 923.06.

THE FIFTH SUGAR BOWL.

Office of

"LINCOLN FREIE PRESSE."

LINCOLN, Neb., May 14, 1900.

Editor of PRINTERS' INK:

If a flat rate of one-fifth cent per line per thousand paid-in-advance circulation will take the PRINTERS' INK Sugar Bowl, intended for the American weekly giving advertisers the best service for this money, then the Lincoln *Freie Presse* is entitled to it.

Prices talk, so do results. Letters received from advertisers using the Lincoln *Freie Presse* indicate that they agree that there is nothing better.

The Lincoln *Freie Presse* is an American weekly, printed in German, a language not foreign to America, but understood by nearly one-tenth of the entire adult population of the United States, and in some sections spoken in every other household.

The paper is read by a well-to-do class of people—mostly farmers and merchants in smaller towns. It has practically no subscribers in larger cities. Every subscription, new or renewal, is paid in advance for the year at the rate of 55 cents per year. We do not cater to the class that will take papers without paying for them; neither do the advertisers care for that class. There is no waste in our circulation—no dead-heads, not even exchanges.

We claim that no other American weekly gives advertisers a better circulation or better service for the money, and we believe that we are entitled to the Sugar Bowl. Very respectfully,

THE PRESS PUBLISHING Co.

"The Fifth Sugar Bowl," for which the foregoing letter makes a claim, is offered to that weekly paper which, all things considered, is believed to give advertisers better service in proportion to the price charged than may be had from any other weekly issued in the United States. Every weekly deeming itself sufficiently meritorious to have a chance is invited to set forth the facts in a letter to the editor of PRINTERS' INK.

VALUE OF A NAME.

NEW YORK, May 5, 1900.

Editor of PRINTERS' INK:

I would like to ask if your statement in your issue of April 20th regarding the Dallas *News*' circulation should be taken as a fair criterion of the reliability of your figures. For instance, is it fair to presume that a paper carrying the news matter that the Dallas *News* does can be supported on about 4,000 subscribers. Do you know a paper anywhere in the world that pays a 30 per cent dividend regularly on a capital of \$300,000, has no job printing department and gets it out of a circulation of less than 12,910, plus a smaller circulation for the Galveston *News* and a semi-weekly edition? Did you ever hear of a paper with sufficient press capacity to run off its entire edition in two minutes? Respectfully,

F. N. FOOT.

Reprinted from the issue of April 25th.

HOUSTON AND DALLAS.

St. LOUIS, Mo., April 13, 1900.

Editor of PRINTERS' INK:

Will you kindly tell us which has largest circulation and how many: Houston *Daily Post*, Houston, Texas; Dallas *News*, Dallas, Texas?

Respectfully, B. M. RICH.

The March, 1900, issue of the American Newspaper Directory gives the circulation of the Houston *Post* (daily and Sunday) as having averaged 12,910 in 1899. The circulation of the Dallas *News* is kept a mystery by its publishers; the American Newspaper Directory rates this newspaper G, which means that in the opinion of the editor of the Directory the number of copies it prints exceeds 4,000. Its circulation probably does not come at all near to that of the Houston *Post*.—[Ed. F. I.]

In further comment on the above, PRINTERS' INK asserts that although the Dallas *News* prints more copies than the Galveston *News*, it is probably easier to get advertising orders for the latter than for the former. Advertisers have a high esteem for papers with familiar names. There are few more valuable contributions for the purposes of dividends than a great name and a small issue. If the New York *Journal* could cut its edition down to one-tenth its present volume the business office would be a gold mine.

A POSTER may be weak artistically, but despite that fact, be good from the advertising standpoint.

ADVERTISERS should keep in mind the fact that it is the advertisers' money which the publisher pays out in commissions, not his own.—Munsey.

RUSSIAN NEWSPAPERS.

The May, 1900, number of the *Bookman* (New York) contained a very interesting article on Russian newspapers, from which these paragraphs are taken:

Curious misconceptions prevail respecting the status and rôle of the Russian daily newspapers. Some magnify and exaggerate their power, but many go to the other extreme and regard them as a negligible quantity. For instance, at the outbreak of the South African war the London *Economist*, a careful journal, in commenting on the hostility of Continental Europe to Great Britain, spoke contemptuously of the attitude of the Russian press as signifying nothing more than that the government of St. Petersburg was opposed to English policy and jealous of English success. It assumed as an undeniable fact that the Russian press was not free to express the sentiments of the nation, or of the educated elements, but absolutely had to reflect the opinions of the court and ministerial circles. Stated in a bald, unqualified form, this is extremely misleading, though of course not utterly devoid of truth. The Russian press is not as free as that of England or France, or even Germany, but it is not as "cabin'd, cribb'd, confin'd, bound in" to fears and rigid rules as has been represented. In other words, it is not without character, independence and influence.

The metropolitan press is not subject to "preliminary censorship," as a rule. That is, the editors are not required to submit the matter intended for publication to the censor for approval; they are at liberty to publish anything they please, assuming the consequence of such exercise of judgment. There are various penalties for the publication of news or comment objectionable to the government, suspension, permanent or temporary, being the severest, and prohibition of street sales or of the printing of advertisements being the milder ones. But while the government watches the press with vigilance, it is sufficiently imbued with the modern spirit to tolerate

a large measure of freedom of discussion and judgment. Some subjects must be handled with extreme care, but the number of those which must be ignored entirely is limited. Thus the Finnish question had to be considered only from the standpoint of the government; criticism of the series of measures of which the Finns complained was not even attempted, except in Finland, where a paper was suspended for attacks upon the government. One St. Petersburg monthly, the *Rousskoie Bogatstvo* (Russian Treasure), ventured upon mild expressions of regret and disapproval, and although the censor did "pass" the article—being in the category of the periodicals subject to preliminary censorship—it was nevertheless suspended for three months.

On the other hand, the discussion of questions of foreign politics is as unrestricted as in republican countries. The Russian papers have boldly and strongly advocated, not Russian intervention in the South African war, but the utilization of Great Britain's difficulties as Russia's opportunities. England, they have asserted, has always obstructed Russian expansion, and it is a national duty to strike a blow wherever possible while the attention of the "traditional rival" was absorbed by the African problem. The *Novoye Vremya* (The New Time) has urged action in Persia and the Persian Gulf, while other papers and writers have proposed the occupation of Herat and the extension of the Central Asian Railway to that "key to India." Foreign writers have concluded that the government inspired these utterances for purposes of its own, but this was perfectly gratuitous. The government saw no necessity for muzzling the press with reference to this subject, grave as it is, and allowed the editors to air their opinions and those of representative correspondents with the same freedom as in Western Europe.

An example still more striking is afforded by the treatment of the French conflict between the Republican allies and the Nationalist and Anti-Semites and Monarchists. Notwithstanding the im-

portant fact that France is Russia's "junior partner" in a political combination of the utmost value to both, certain papers, with the *Novoye Vremya* at their head, have been permitted to assail the Brisson and Dupuy and the Waldeck-Rousseau ministries with ferocity and venom; to deride and denounce the French Senate while it was sitting as a high court of justice and trying alleged conspirators and treasonable plotters; and to defend and laud those who were openly making war upon the Republic. French publicists could not understand why the Russian government endured this campaign of insult and outrage against its ally and friend, but the answer is undoubtedly that, absolute as the Russian government is, it has too much respect for the "spirit of the age" to reduce the press of the country to a state of servile dependence and insignificance.

These general observations enable the American reader to form some conception of the conditions under which Russian journalism is carried on. The political influence of the great newspapers is by no means slight, though the language in which internal questions are discussed is academic and so vague as to be incomprehensible to the uninitiated. The art of using words to conceal thought, of writing "between the lines," has reached perfection in Russia. There are well-defined parties, with different programmes, and the controversies between them are sharp and even violent, yet none states clearly its own position or that of its opponent. Broadly speaking, there are three great parties, each having its organs. There are the Conservatives, with the ultra-reactionaries as one of their wings; there are the Liberals, with whom must be classed the opportunists and time-servers; and there are the advanced Liberals with Radical proclivities—and it should be understood that in Russia Radicalism is really another name for Socialism.

Ask any Russian to describe the political creed of the *Novoye Vremya*, and he will be at a loss to determine in what class to put it. It sneers at Liberalism and

professes to despise the dominant doctrines and institutions of the West; but exactly what does it seek to conserve? Some time ago, in welcoming a newly appointed Minister of the Interior, it criticised some of its contemporaries for expressing the hope that a new policy would be adopted in that department. Policies and programmes, said the *Novoye Vremya*, were superfluous and even mischievous and had no place in Russian politics. This is a characteristic utterance, and it was attacked in the liveliest manner in the Liberal and semi-Liberal papers. The *Novoye Vremya*, despite the indefiniteness of its principles, is to be classed in the Conservative group. It is intensely national, and though a defender of the privileges of the nobility, it professes to be democratic and devoted to the popular welfare.

As this paper is quoted abroad more than any other, perhaps, and is sometimes referred to as "official," merely because of its dogmatic and aggressive tone, it may be described first. The publisher and real editor of the *Novoye Vremya* is A. C. Souvorin, who is still active and vigorous despite his advanced age. He acquired the paper in 1876 and has made it an important factor in Russia's political life. Even the Radical journalists and publicists, not even excepting the magazine reviewers—and in Russia a wide gulf has separated the monthlies from the dailies—find it impossible to ignore him. He is regarded as a trimmer and time-server who readily adapts himself to circumstances and changes his views with as little compunction as the parliamentary politician of the West, whom he affects to despise. We who have watched the "evolution" of the yellow and sensational press in this blessed republic have grown somewhat callous and are not likely to be shocked by the charge preferred against Souvorin, but we must bear in mind that in Russia the idealistic conception of the press still prevails. It is an open question here whether journalism is a trade or a profession; but the Russian journalist would deem it an insult to be suspected of look-

ing upon his calling in the light of a "business."

Curiously enough, in Souvorin's own paper this lofty doctrine of the mission of journalism is often solemnly expounded, though (a few of the lowest sheets excepted) no organ of Russian opinion violates it more unceremoniously than the *Novoye Vremya*. Souvorin is a man of literary culture; indeed, we may observe here, in passing, that the prominent journalists of Russia are all men of education and real talent. He has written two or three fine plays and some novels, and he possesses a forcible and interesting style. The editorials are unsigned, in this respect the Russians departing from the French models, which they otherwise faithfully copy; but Souvorin writes "Little Letters" for his paper on the topics of the day, exhibiting a wide range and familiarity with the diverse activities of his own and other countries. He is fond of controversy, and is not scrupulous in his polemics, and his signed "letters" have often got him in hot water. Souvorin is the head of a large publishing house, and he has done not a little for national education by his cheap library of standard literature, foreign and national, and in other ways. His paper, judged by external tests, is unquestionably great. It is large, replete with well-written matter on all sorts of questions, and anything but colorless. He has regular correspondents in the various European capitals, and he is enterprising enough to send special representatives to the remote Russian possessions in Central Asia and the Far East. During the Hispano-American war the *Novoye Vremya* was represented in the United States by an able and highly intelligent correspondent.

Indefinite in everything, the *Novoye Vremya* is unfortunately too definite in its Chauvinism. Its hatred for foreigners is implacable and in Jew-baiting it hardly yields to the French Nationalists. Once the Germans were its pet aversion, and now the British have become the target for its fire. They are represented as Russia's natural enemies and as the enemies of all

non-Anglo-Saxon nations. But the language employed against real foreigners is sweetness itself compared with that used in the paper's persistent attacks upon the Jewish population of the country. Its anti-Semitism is so blind and deep-rooted that it colors absolutely every opinion or judgment expressed in its columns, even in relation to non-political subjects. The truth of this is demonstrated by its treatment of Rubinstein, who died a Christian, but whose conversion the *Novoye Vremya*, inconsistently enough, appears to resent, though it professes to desire the assimilation of the Jews, and also by its absurd depreciation of Antokolsky, the fine sculptor who has received high praise from all other European and Russian critics.

Before proceeding to the characterization of other papers, it should be stated that one of the remarkable events in recent journalistic history in St. Petersburg is the secession of a number of *Novoye Vremya* contributors and the establishment by them of a new daily paper, called *Rossia*. This journal is to be less opportunist, less fanatical and jingoistic, and more considerate of human rights. It is too early to attempt a delineation of its physiognomy.

The chief Liberal organ of St. Petersburg is the *Novosti* (The News), edited and published by O. L. Notovich, who is a Jew. The anti-Semites always speak of the *Novosti* as a Jewish organ, but there is nothing in the paper's policy, direction and contents to justify this imputation. It has not a tithe of the influence which the old *Golos* (The Voice) exerted, and, in truth, since the suppression of the best of all Russian newspapers years ago, the progressive elements have not had an organ of commanding ability and power. But the principles of the *Novosti* are exactly the same as those of the still regretted *Golos*, and nearly all its leading writers are distinguished Russian publicists. Notovich, like Souvorin, is an author and playwright. Three or four of his pieces have been presented with considerable success at the principal theater of the capital. It

may be interesting to note that only a few weeks ago Notovich's adaptation of Dickens' "Pickwick Papers" was produced at St. Petersburg and voted a distinct achievement. The veteran literary critic, Skabichevski, and the veteran art critic, Strakhoff, authors of standard works, are among the contributors of the *Novosti*. Cesar Cui the eminent Russian musician and composer, who spends most of his time in Paris, and who has almost become identified with the French musical school, writes critiques for the *Novosti*, and some time ago he contributed a series of articles on Wagner. Other contributors to *Novosti* are V. V. Verestchagin, the famous painter; P. D. Boborikin, the veteran novelist; D. L. Mordofstrev, the eminent critic and publicist; A. A. Isaieff, the economist, and N. Minky, the poet and critic. Cesare Lombroso occasionally contributes original articles to the paper, and they are translated from manuscript. Camille Flammarion also sends it occasional articles.

Only one other St. Petersburg daily requires to be mentioned, the *Viedomosti* (Gazette), edited by Prince E. E. Ukhtomski, a younger man, whose paper is deemed official because of its various offices under the Ministry of the Interior and his high connections. Prince Ukhtomski has traveled much in the Far East and in Asia generally and believes that Russia has a special mission in that part of the world. He is always trying to convince China, Japan, Afghanistan and Persia that Russia, not England, is their true friend; that Russia is tolerant and kindly and capable of aiding them without violating their respective traditions and national peculiarities, whereas Great Britain is haughty, supercilious and intensely selfish, bent upon the ruthless extermination or "assimilation" of all the races and peoples unfortunate enough to fall under her sway. Prince Ukhtomski is rather liberally disposed, but he is not admitted into the fellowship of the humbler Liberals. He assumed charge of the *Viedomosti* only a few years ago, and while the paper has been rehabilitated and improved, it has not

as yet made a distinct place for itself.

There are other papers in St. Petersburg, but their importance being nil, it is not necessary to speak of them. Perhaps it is well to mention Prince Mestcherski's *Grajdamin* (The Citizen), once a daily, now a bi-weekly. "My paper—it is I," this prince might well say. It represents nobody but himself. It is ultra-reactionary and not only defends the nobility, but lays down principles which, if they mean anything, mean the restoration of the institution of serfdom. Mestcherski has distinguished himself by favoring even more rigorous supervision and control of the press by the government than is now exercised. Whips do not satisfy him; he demands scorpions for his fellow-publicists.

I ought to note also, by way of throwing a strong side-light on Russian journalism, that a new daily, the first number of which was issued the 1st of November last, has been received with delight by the best Liberal leaders. It is called *Severny Kourier* (Northern Courier), and bids fair to play a part of some moment. Its *profession de foi* unmistakably places it in the category of the enlightened and progressive. Yet nothing could be more academic, abstract and vague than the glittering generalities in which this new organ expresses its guiding principles. It tells its countrymen that at the foundation of its philosophy it posits the "idea of the unity of European civilization, a unity not inimical to national independence." It defines its principal object as the "conscientious and impartial study of Russian life, and the consideration of it in the spirit of justice and fairness." It promises to be the faithful exponent of the progressive aspirations of the more responsive part of Russian society and to promote the extension of autonomy and self-rule. Curiously enough, the editor-in-chief of this paper is another prince, Bariatinski.

Moscow has only two newspapers of national reputation and influence, the *Moskovskaya Viedomosti* and the *Rousskaya Viedomosti* (Moscow Gazette and Rus-

sian Gazette). The former is Conservative in the extreme; the latter is Liberal in the most comprehensive sense. The former has greatly declined since the death of Katkoff, the most forceful and influential editor Russia has ever had. Under Katkoff the *Viedomosti* was a power which many feared and few ventured to offend. He was more royal than the Czar, more absolute and imperial, and he never hesitated to denounce writers as dangerous and traitorous members of society. He boldly criticised the government for insufficient severity in dealing with the supporters of the revolutionary movement, and he held every Liberal who sighed for parliamentary institutions personally responsible for the terror and the use of physical force. The paper adheres to the Katkoff traditions, but it is not as aggressive as it used to be. The men connected with it carry little intellectual and moral weight.

On the other hand, the *Rous-ska Viedomosti* is highly respected as perhaps the most intelligent newspaper published in Russia. It is always spoken of as "the organ of the professors of the Moscow University," and it is edited and largely written by them. It is high-minded, dignified, well-informed and impersonal. It does not strive to become "great" in the sensational and commercial sense of the term, and its circulation is limited, but it is treated with special deference. In appearance Russian newspapers resemble the Continental ones. The art of telling and magnifying news in headlines is unknown, or neglected. Columns of dispatches on the first page record the foreign happenings, and no dispatch has even a one-line caption. The domestic news are given either in letters from other places or in a long chronicle, without the slightest attempt at display.

The interview is also unknown to the Russian papers. The feuilleton is, however, a popular and prominent feature. Each paper employs several feuilletonists, and suitable contributions from occasional correspondents are used as feuilletons.

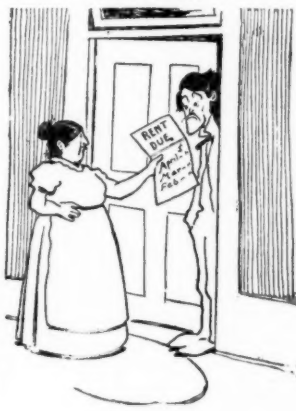
The "circulation" of the papers is small. The *Novoye Vremya* boasts of the largest—about 33,000, while 10,000 is considered a good circulation. This is scarcely surprising, since illiteracy is the rule and literacy the exception, save in the great cities. Over 75 per cent of the recruits cannot read or write, and recruits are twenty-one years old. Peasants, laborers and small merchants do not read newspapers, which are published for the comparatively small educated class. The style, owing to this fact, is generally good.

The earnings of the journalists are necessarily scanty, but the old feeling of contempt for them on the part of the magazine philosophers and economists has almost disappeared. The august "authors" appreciate the power of the daily press and are glad to use it. Still, for a decade or more there has been absolutely no progress in Russian journalism. The political and literary stagnation has naturally been reflected.

NOT MERIT ALONE.

Merit alone cannot insure the sale of commodities. Their good qualities must be made public and their owner must make himself known in order that he may be able to transact a desired volume of business. Advertising will do all this, for it is the function of an advertisement to proclaim merit and to command publicity.—*Wichita (Kan.) Eagle*.

STEREOTYPED ADVERTISING EXPRESSIONS.



"FOR RENT."

NOTES.

"First shave free" is the inducement held out by a Brooklyn barber.

THE Jupiter Steel Company, of Pittsburgh, Pa., use as a motto and catch phrase the two words "Buy Jupiter!"

A CORRESPONDENT OF PRINTERS' INK writes: "Advertising intelligence of the ancients: 'Rome was not billed in a day.'"

A GLASGOW hatter, named Harrity, advertises that while "Charity covers a multitude of sins, Harrity covers a multitude of sinners."

J. LAWRENCE CHEW, of New London, Conn., owns one of the finest collections of old and rare newspapers to be found in this country.—*Fourth Estate*.

"BARGAINS that are distinctly felt," is the sign that appears in the window of a Philadelphia hat store. Another card on a fashionable derby reads—"This is no slouch."

It is stated that *Appleton's Popular Science Monthly* has been sold to Professor J. M. Cattell, of Columbia University, by J. Hampton Dougherty, the assignee of D. Appleton & Co., the New York publishers.

D. T. MALLET, Postal Telegraph Building, New York City, publishes at one dollar a year the monthly *Magazine of Poetry*, a collection of excellent extracts and poems from the works of ancient and modern poets.

JONAS LONG'S SONS' department store at Scranton, Pa., publishes a daily one-sheet bulletin, printed on one side, in which it announces to its patrons the special offerings to be made on that day in a bright conversational style.

A. M. JENKINSON, of the R. W. Jenkinson Company, manufacturers of stogies, of Pittsburgh, Pa., publishes a volume named "Whifflets," being a compilation of references to tobacco, pipes smoking and cognate subjects, in English literature.

A DRUGGIST at Nassau and Spruce streets, New York, has a window display of malt extract, and illustrates the effect of this reputed tonic by placing several mechanical figures in his window, each automatically lifting a hundred-pound weight.

Profitable Advertising, of Boston, has inaugurated what it calls an "Artistic Publicity Contest," wherein it offers \$375 in cash prizes for designs for advertising, the artist to select his own subject and treatment. Those interested should send for a "prospectus."

THE REV. Charles M. Sheldon received \$5,000 as his profits for the week during which he edited the *Topeka Capital*. One thousand dollars of this amount was given to the India famine sufferers, the remainder being distributed among local institutions.—*Fourth Estate*.

THE Mayberry Hardware Company, of Birmingham, Ala., is sending out a circular shaped like a tag, having a long wire nail attached, with the information

that the nail came from the first keg of wire nails manufactured in the South and that if more of them are wanted to send them the order.

THE Boston News Bureau is putting out general news bulletins once an hour, which it sells at a monthly rate to business firms. These bulletins are placed at the entrance to stores and are read by customers and the general public, serving to draw attention to the window displays and the firm's business.

S. M. BOWLES, of Woodford, Vt., writes: "We have been a subscriber to the Little Schoolmaster ever since its initial number was published and, without the least bit of 'coddling,' have always found every number worth more than its weight in gold. It is substantial as a tutor in its sphere and can be depended on every time."

A CORRESPONDENT writes: The "Individual Boomers" Company is an English concern. It has about one hundred persons—male and female—in its employ, chiefly those who have access to society—and for a certain sum it guarantees that one or more of these employees will persistently boom and "talk up" any article of commerce.

THE Canada Cycle and Motor Company, of Toronto, publishes every Saturday a one-sheet newspaper, 16½ x 22 inches, printed on one side, called "The Assistant Manager," devoted to the bicycle trade in general, giving hints to retail dealers and agents how to increase their business. The effort to make it attractive appears to have been successful.

L. S. PLAUT & Co., who conduct a department store known as the "Bee Hive," in Newark, N. J., recently distributed a unique ad in the shape of a card with a one-cent coin of the vintage of 1900 pasted upon it. Under the coin were the words "Right up to date," and another legend informed the recipient that here was "a lucky penny for you." The scheme was used to advertise boys' wash suits.—*Profitable Advertising*.

A CORRESPONDENT writes: An actor at a small Boston variety theater recently attempted suicide on account of a love affair by drinking carbolic acid. He recovered and the same theater is now advertising him as an attraction and states in its ads that he will tell the story of his life and why he was driven to attempt suicide. This mixture of love, death and advertising has something grotesque and gruesome about it, but it is bringing in the cash.

BRENT GOOD, president of the Carter Medicine Company, has secured a final injunction, with costs, against the Chicago Label and Box Company, which makes labels, boxes, etc., for druggists. The Carter Company has been following the Chicago people through the courts for two years on the complaint that the label company was making simulations of the labels of Carter's Little Liver Pills. The Carter Medicine Company is said to be the first one to prosecute printers or engravers who have prepared such labels and wrappers. It makes a new departure in infringement cases.

STEPS IN THE SCALE.

You can get a little custom without advertising by selling the best commodities; you can get some custom by advertising, though your goods be bad. But you can get much custom by advertising persistently, selling only the best goods and treating the public well.—*Wichita (Kan.) Eagle.*

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. P. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

CONNECTICUT.

THE DAY is practically the only daily read in many villages adjoining New London. Nearly 50 agents sell it.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it, 25,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL is a profitable medium for advertisers to reach the best class of people living in the smaller towns. Circulation for June over 150,000 copies. Forms close 15th of month. Rate, 60c flat. Send for sample copy and full particulars. W. B. CONKEY COMPANY, Chicago, Ill.

MAINE.

WE don't know Chas. Austin Bates personally but bet a cookie he'll say The Rockland (Me.) COURIER GAZETTE is a sound paper. Why? It's 56 years old, tells its circulation in Rowell's, has a flat rate, makes money every year. Remarks that an expert like Mr. Bates reads intelligently.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WANTED.—Case of bad health that R.I.P.A.N.S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

Representation
In England ::::

FASSETT & JOHNSON

Manufacturers' Representatives

31-32 SNOW HILL :: LONDON, ENG.

L. O. Johnson, of the above firm, during his visit to the United States would be pleased to meet or correspond with firms contemplating placing goods on the English market. A long acquaintance with the needs of American advertisers in the English market enable Fassett & Johnson to offer every facility for placing first-class lines of American products. Address L. O. JOHNSON, Waldorf Astoria, New York.

The Evening Journal OF JERSEY CITY, N. J.

Goes into over Thirteen Thousand Families in Jersey City, and is a guest in over eighty percent of the English speaking households in the city.

AVERAGE DAILY CIRCULATION IN 1899, 14,486
AVERAGE DAILY CIRCULATION for three months ending March 31, 1900 . . . 15,140

The Parisian

The Only Publication in America which makes a permanent feature of exploiting and illustrating everything pertaining to

THE PARIS EXPOSITION

UNDER THE AUSPICES OF
THE PARIS EXPOSITION COMMISSION

On all news-stands. Price 15 cents. Published at 853 Carnegie Hall, New York.

JUNE *This month finds the Sportsman and the Tourist preparing to start on a Summer Outing.*

Have you made arrangements to have your "Ad" go with him? If not,

Send for rates and sample copy of the

National Sportsman

which circulates in the Camps, Summer Cottages and Hotels.

NEW ENGLAND SPORTSMAN PUBLISHING CO.,

15 EXCHANGE STREET, BOSTON, MASS.

The San Jose Herald

"**T**HE SAN JOSE HERALD is peculiar. It is unique. It does not permit the advertisers to run it nor the subscribers to dictate to it. The Editor and Manager runs the paper to suit himself. He writes just what he pleases and publishes it, taking all chances of being arrested for libel. If he lies about the circulation and it can be proven, he will give \$500 in Gold Coin to the party who will furnish the evidence. Advertising and subscription books are on the counter ready for examination and the proprietor of the HERALD will pay the expenses of competent experts to examine the books, the experts to be chosen by the advertisers, provided the subscription list is not found to be more than is claimed in any statement given from this office. THE HERALD is quoted more by the press of the Pacific Coast than any ten papers published in California. We will forfeit \$50 in Gold if this statement can not be proven true."

For Advertising rates, etc., address

CHAS. M. SHORTRIDGE,

EDITOR AND MANAGER,

San Jose, California.

Special Agent, C. E. GOODRICH, 31 Park Row, New York.

Representative, D. M. FOLTZ

RURAL LIFE

Issued monthly, a magazine for the farmer and his family (successor to THE WESTERN PLOWMAN), the only magazine of its kind published, will make its appearance June 1, 1900. Every department will be edited by a specialist, and there will be something of interest for everybody to read. RURAL LIFE will carry out all advertising contracts for THE WESTERN PLOWMAN, and has absorbed the thirty-six thousand subscription list which belonged to that popular farm journal. You cannot cover the Western field thoroughly without using the columns of RURAL LIFE.

SEND FOR
ADVERTISING RATES.

225 DEARBORN ST., CHICAGO.
25 QUINCY ST.,

Latest Information

CONCERNING NEWSPAPER CIRCULATIONS.

INVALUABLE for advertisers. AMERICAN NEWSPAPER DIRECTORY. Published March 1, 1900. 32d year; 1st quarterly issue; 1424 pages. Price five dollars. Delivered, carriage paid, on receipt of price. GEO. P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.

31,000 Canadian Homes Ignored

Over 150,000 of the better class of French-Canadians are overlooked by the general advertiser who does not use

La Patrie

Its readers cannot be reached through any other daily publication. Its rates are right.

WEEKLY EDITION, LE CULTIVATEUR.

SWORN CIRCULATION.

Write direct, LA PATRIE PUBLISHING CO., MONTREAL, CAN.

INDIGESTION OF PROSPERITY

Senator Depew in the course of a talk with a newspaper representative stated that the country is at present suffering not from business stagnation or overproduction, but rather from an "indigestion of prosperity." Some of the ink men are complaining about dullness of trade, but I cannot realize it, as I am always busy. It is laughable to read some of the advertisements inserted by my competitors. One house, which has a fondness for issuing fancy specimens, is trying to lead printers to believe that it matters not whether your overlays are defective, or your type old and battered, or your presses out of date; if you use their ink it will overcome all difficulties. Another house gives free insurance with their ink; they claim that when their ink is used, the inking rollers in passing over the face of type and plates, deposit thereon a film of graphite which insures the type and plates to last four times as long as heretofore. The only claim I make is that my inks are the best in the world, and to secure them you will have to plank down the cash in advance. The other fellows will sell you and give you all the credit you desire; but, if you are foolish enough to pay your bill you help to pay for the dead-beat who didn't, as well as for the salesman who secured your order and the bookkeeper who kept track of how long you owed the money. With me it is different. I employ no agents; I keep no books; I contract no bad debts; I issue no fancy advertisements; I write my own ads. These are some of the reasons why I can give you an ink for two dollars which is sold by my competitors for ten dollars, but it actually costs them that amount, while I share the savings with my customers. Send for my Price List.

ADDRESS

PRINTERS INK JONSON,
13 Spruce St., New York.

BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

In a small store very often the proprietor has one or two persons around him who are kept for personal reasons rather than for their ability. While this is no doubt a detriment to the business to a great extent, still it is much more excusable than it would be in a store of larger size where competition requires that the merchant should get the very best work possible out of all his employees in order to keep himself well up with other retail houses.

No matter whether the store be large or small, however, the practice of keeping one person in it solely for personal reasons, either friendship or kinship, is a very bad plan, if such a person is not capable of otherwise holding his own in the position which is entrusted to his care.

If you wish your employees to be energetic and prompt in attending to all their duties you must quickly cut off all who may only be looking for an easy place and a quick-coming pay day.

I know of one store in particular in which a large number of bundle boys were probably spoiled for life, or at least for the uses of the merchant who employed them, because the said merchant persisted in keeping in his force a loafer for the reason that the boy was related to him.

The merchant probably felt sorry for the lad because his family needed the money which he would earn, and though the boy was worthless, persisted in employing him, and the consequence was that his bad example soon got all the other boys into equally bad habits.

If you find one of your employ-

ees is having a bad effect upon the rest, it is well to dispense with that person's services immediately.

It would pay you much better to give them their salary for staying away from the store, rather than to have them come to work and corrupt the business manners of your other employees.

This is not only the case amongst bundle and cash boys, but it is also the case amongst clerks in higher positions.

I once heard an excellent merchant make the remark that he never had, and never would, either work for any one who was related to him, or have any one related to him in his employ. When asked why, he said that if he was working for a person that was related to him he would expect naturally more favors from him than he would from a person who was not related to him and that if he did not get these favors he would very likely feel that his employer was doing him an injustice.

Again, the persons under you who are related to you will be more likely to expect favors of you which it will not be well for you to grant. Thus, there is seldom that strictly business method between employer and employee who are related that there is between those who know that their whole business relation is held together by honest effort and careful attention to the duties which they may have to perform.

* * *

A great many retail advertisers in our smaller and medium-size cities who are really capable of writing a very fine announcement, quite often fail when trying to do so because they do not allow themselves sufficient time in which to get up the matter. They will begin late Saturday evening; they will rush all around in a great

hurry, snatch a few items here and there, put them down on a piece of paper, run off a hurried headline or two, send them to a newspaper by a boy on the run, with instructions to have the same put into so much space. The printer gets it about 6 o'clock at night; hundreds of advertisements are coming in from every direction, and all have to be set up in time to go to press by 2 o'clock in the morning. The natural consequence is that no one's advertisement can occupy very much time in setting it up. Everything has to be hurriedly done and when it appears in the paper it has practically been thrown together with the same speed and carelessness with which the advertiser originally wrote it.

An advertisement, to be anything at all, must first require considerable thought in arranging it and in selecting the proper goods to be used. After that has been done and it is ready for the printer it should be sent to them long enough in advance to give them all the needed time in properly setting it. It is well in every case where possible to send your advertisement to the printer at least the day before it is used. This gives them all the time they want and enables them to furnish you with a proof before it is printed; with the proof before you, you can very likely make one or two small corrections which will perhaps add a hundred per cent to the looks of the advertisement.

There are not many persons, unless they be professional advertisement writers, who can tell beforehand just exactly how the advertisement will look when it is set up. Consequently, when you write your headlines you may think they will look very nice in such and such a type, but after seeing them you may change your mind. The better newspapers will sometimes know what is a more suitable type to use in your advertisements than you will and they may then, in setting it up, make some suggestions which will improve the appearance of your matter.

It is well for you to see the proof, however, before it goes to press, so that any little corrections which may be necessary can be

made. Most publishers are always glad to make any reasonable charges which the advertiser may wish that are likely to either please the merchant or make the advertisement more attractive. It is as much to the advantage of the newspaper that its advertising space presents a good appearance as it is for the merchant. If the advertisement does not pay, of course the newspaper loses its patrons.

I had a letter from a dry goods firm a short while ago, asking me to give them some advice in regard to advertising in directories. They failed to state exactly what kind of a directory they referred to, and therefore I am unable to answer except in a general way. I suppose, however, from other remarks in the letter, that they refer to a city directory, giving the names and addresses of the persons living in the town.

I am not favorably disposed toward dry goods in city directories, for a number of reasons, chiefly because the greatest number of persons who use the directories are men, and are not generally buyers of dry goods; next, because I do not think that persons who have occasion to use a directory for information have any time to spend in reading the advertisements which they may pass over as they turn the leaves of the book. They are usually looking for just the one thing and are not in search of any general information which the advertisement may convey.

If there is any kind of advertisement in the directory that is worth the price that is paid for it, I am under the impression that it would be simply a line containing the firm name in large type, placed in its proper position in the body of the directory, or placed under some catalogue heading of goods, such as is usually found in the back part of most city directories. This kind of a line may be worth the dollar which is usually charged for its insertion, but I do not believe that a large display advertisement of any kind would ever bring back the money that it cost.

However, I am disposed to look at advertising in the directory with

more leniency than I would upon any other kind of an advertising scheme of which we are so doubtful of the returns.

In the first place, a city directory is a necessity in a large town; it is of universal benefit to every one, and to the merchants in particular. As it is a very expensive book to compile, it goes without the saying that it could not exist without advertisements, and for that reason, to some extent, we would be more inclined to give it an advertisement from a charitable sense, or rather, from the fact that the book itself was of benefit to us. Such an advertisement, however, I would not charge up to the usual advertising account, but to some account in the nature of a donation account or a charity account.

There are other kinds of directories which are seen a great deal in cities of large size, and under this head might come hotel registers and books of this character, which carry a leaf of advertising between each page used for writing. I do not believe that advertising in these books would be of any material assistance to any retail merchant, chiefly for the first reason that I gave against advertising in directories, because 99 per cent of the persons who read them are men.

To form a general rule by which to guide the merchants in placing advertisements, I would say that no medium is apt to be profitable unless there is some general information or reading matter in it which appeals to the attention and sympathy of the readers to such an extent that they are willing to purchase the medium.

While I am talking about directory advertisements, allow me to branch out into other lines and take up the subject of advertising cards on hotel tables, on time tables hung in public places, etc. These may be profitable for certain lines of goods, but by practical experience have been found very poor mediums for retail merchants.

A great many advertising firms are now making a business of going from city to city, placing in the larger hotels very handsome

writing tables, some of them silver-plated and gotten up in elegant style. On these tables they sell space for advertising cards. In no case, however, will the retail merchant find these profitable, and they should be strictly avoided. The manner in which the advertising agent proceeds to get the merchant's card shows on its face that to a certain extent it might be called a blackmailing scheme. He offers the writing table to the hotel proprietor free of charge, securing in return a letter from him, setting forth to the merchants of the community that such a table is to be placed in the hotel and that the hotel keeper will be obliged if they will give him an advertisement thereon.

The agent then proceeds to induce the merchant to purchase the space, usually claiming that the hotel proprietor will be offended if the advertisement is not given, thus securing many advertisements in the name of the hotel proprietor, and from the fact that the merchant supposes he is personally interested in securing their particular card, whereas he is in no way benefited except to the extent that it is necessary to secure a certain number of advertisements in order that he may have the table free.

It is better to ask all such schemers to please excuse you.

* * *

If there is any one thing that is likely to make an advertisement appear foolish or little, it is to have it contain any of the usual specimens of home-made poetry. A real good line of poetry or some apt quotation from a noted author may very often be quite in place, but any attempt on the part of the advertisement writer to indulge in putting his own thoughts in rhyme is very apt to make a ridiculous farce, which, while it may appear all right to a few of the readers, will, to the more educated class of people, appear very foolish. It is, therefore, best to avoid all poetical sentences unless you are capable of writing real good poetry.

Those who are capable of writing good poetry in an advertisement are well aware of their ability, and need not be told when to

indulge in this line of writing; but those who have any doubts on the subject or who have not had experience in writing good poetry on other subjects had better let this branch of advertising alone.

* * *

There are some kinds of cheap advertising that are good. By cheap advertising I do not mean cheap in the sense of being worth very little, but I mean cheap in the sense of not costing very much and yet being good. For example, a great many manufacturing or jobbing firms will furnish the retailer with advertising literature, suitable to advertise the line of goods which they sell to them. This advertising matter, being furnished to the retailer free, or practically so, is, of course, worth something, even though the composition and get-up of the advertisement may be very poor.

I notice that some merchants have fallen into a habit of taking little or no care of advertising matter which they may thus receive at no cost to themselves. One merchant some time since destroyed all advertising matter of this kind which came into his hands, saying that it was too much trouble to have to distribute it, and that besides he did not think it was worth very much. However this may be, it is certainly worth the trouble and time required to place it before the public, considering that the composition and printing of it has not cost the merchant anything. Suppose that it does very little good—still, every bit that it may do is just that much gained, and every little helps in the long run.

If you can get advertising matter from your manufacturer or jobber, do so; get all they will possibly give you, and not only get it but use it. If you can't use it in one way, you certainly can in another.

If the advertising matter is in the shape of circulars or booklets, and no better way of distributing presents itself to mind, then why not have your wrapping clerks wrap one in each package of goods that you sell. You will thus be sure that the circulars get into the

homes and some of them are certain to be read by some one.

There is another class of advertising which costs you very little, and which is permanent and, we believe, profitable. It is having your name branded on first-class qualities of the goods which you sell. For example, if you have a men's furnishing department, it is well to have your name on the neckwear and the collars and cuffs, the shirts, etc., which you sell. This is usually done for you by the manufacturer without extra cost, and if the quality of goods on which your name appears is first-class it ought to be a profitable means of keeping your firm name in the minds of your customers.

It also pays to have your name branded on the tape of your first-class umbrellas. Some make a business of spreading their advertisements broadcast by printing their names on small articles of merchandise which they sell; some of them carry a special line of cheap sheet music or a special line of popular novels on which they have their own printed covers, bearing their name and advertisement. Selling these goods at a profit not only covers the cost of the goods, but the cost of adding the advertisement, and thus gives a lasting advertisement without expense.

Other firms carry as a side line sewing machines, on which they have their names painted or branded. These sewing machines are sold at low prices and remain a standing advertisement in every home where they are used.

* * *

The stores that make any pretense of delivering parcels can make friends daily by prompt and regular deliveries of all purchases, or they can become ridiculous in the eyes of patrons by having a lot of "ifs and ands" connected therewith and making promises only to be broken.

If delivery of merchandise is attempted at all, it should be done in a free and open manner and with a system which will not prove an annoyance to all concerned—salespeople and patrons.

Appoint some place in the store

for a bundle or parcel corner and place a competent boy or girl in charge, one who is capable of taking the address and forwarding it promptly and properly.

If parcels are to be sent at a specified time to depots for out-of-town customers, it is asking a great deal of salespeople, especially if it be in a busy season, to see that the purchasers are not disappointed. This is generally the result where things are allowed to care for themselves.

If the merchant keeps a delivery horse and wagon let him not be afraid to keep it moving in accommodating patrons, because every effort to please counts in these days of close competition. He should not act as if his heart's strings were about to be severed every time there is a parcel to deliver, or make apologies to customers in the frantic effort to excuse his shortcomings.

The merchant of to-day must not be afraid to make some concessions to his trade and mask, as far as possible, any naturally selfish traits which are prone to creep out in his commercial intercourse with his fellows.

The day of take all and grant nothing has passed, so, whatever is done is done as pleasantly as possible and the little sacrifice made for a patron's convenience will amply repay.

If a merchant does not approve of parcel delivery let him say so like a man, then those who insist upon having their goods delivered can go elsewhere, but, if he makes any pretensions in this direction, let it be in an obliging and business-like manner.

* * *

The following letter may interest window trimmers:

DECATUR, Ill.

I note in your article in *PRINTERS' INK* of December 27th, on page 60, a query from "Decorator," of Bradford, Pa., asking for a method of keeping frost off windows.

The following mixture will be found to work perfectly, without the greasy and foggy appearance of the windows:

Mix together three fluid ounces of alcohol and one fluid ounce of glycerine, shake well together. Spread this thinly over the glass on the inside, using a soft rag. A coating of this every twenty-four hours will be sufficient.

Yours truly,

W. T. BALLEW.

The following letter is very interesting and shows how one newspaper makes a business of helping its advertisers.

As I said some time ago in this department, I believe the time is coming when all the better newspapers will do everything they can to assist their advertisers in using their space judiciously.

NEW BEDFORD, Mass.

Because I am much impressed in your reply to Robinson Smith in *PRINTERS' INK* I am emboldened to write you as follows:

I established an adwriting bureau some years since. It has proven every way satisfactory. A few days since I asked for detailed report from that department, from which I furnish you the following facts:

We take charge in whole or in part of the advertising for 128 advertisers, divided as follows:

Bicycles, 12; Clothing, 10; Coal, 5; Dry Goods, 5; Drugs, 5; Florists, 3; Groceries, 14; Hardware, 3; House Furnishings, 10; Jewelry, 8; Millinery, 3; Insurance, 3; Plumbing, 5; Confectionery, 2; Shoes, 5; Real Estate, 2; Miscellaneous, 33.

Of the whole we take entire charge for 66 firms, co-operate with adwriters employed by the houses they represent in 62 cases—this means that we suggest, edit copy and sometimes rewrite. When the department was first established I felt quite sure that a careful consideration of the interests of the advertiser from all reasonable points of observation would pay us best in the end, as well as develop the greatest profit for the advertiser. I am now convinced beyond a doubt that my judgment was correct. Hence the men doing adwriting are instructed to consult first the best interests of the advertiser, special aim being to make every advertisement sell goods. I believe with you that there is a time coming when all prominent newspapers will have some practical advertisement writer connected with their staff, but I question whether it is in the near future. Among the first newspaper publishers that I know or have heard of who have established adwriting bureaus, I know of none that contribute the service—rather all make a charge. I regard this an error of judgment. We make no charge.

However, what might prove a success in a small field like New Bedford might not work as well in a larger territory, with greater advertisers. Still, we publish a fair amount of advertising, coming from a great many advertisers, as is illustrated daily. Yesterday, for instance, the *Evening Standard* carried 5234 columns of display advertising. The *Morning Mercury* this morning had about that amount. Since the first of the month each paper has carried a daily average of nearly 40 columns.

If of any service to you, you have my permission to use any portion of above. Yours very truly,

Geo. S. Fox,

Advertising Manager of the *Evening Standard* and the *Morning Mercury*,
New Bedford, Mass.

Two and a Half Million

CIRCULATION EACH MONTH

OF THE

VICKERY & HILL LIST

AND

THE AMERICAN WOMAN

of Augusta, Maine, **direct into the homes** of buyers in the small towns, villages and rural districts of the entire United States, will yield more profitable results to **mail-order** and **general** advertisers **at a lower cost** than can possibly be obtained from the use of any other mediums having the same aggregate circulation.

This great list of family publications is and has been acknowledged by all advertisers who have used them to have no equal. For twenty-five years they have been the recognized leaders of their class. Some advertisers have patronized them continuously for a dozen years or more, and are at present using larger space than ever before.

Any mail-order advertiser who is satisfied with the results now obtained from advertising in similar mediums **must** use the Vickery & Hill publications to thoroughly know the pulling power of their advertisements.

In fact, the Vickery & Hill List and THE AMERICAN WOMAN are considered by the oldest and most successful advertisers as being the standard as to what results a given amount invested in advertising should produce.

Consult any Advertising Agency. They will tell you what these publications are doing for their other customers, or write to

C. D. COLMAN, Temple Court, New York, or

E. H. BROWN, Boyce Building, Chicago.

PRINTERS' INK.

AHEAD OF ANY OTHER BOSTON DAILY.

BOSTON TRAVELER

During the past four months the BOSTON TRAVELER has carried more columns of paid advertising than any other Boston daily. This is not generally known, but it is true nevertheless.

Furthermore, the TRAVELER leads all the other afternoon papers in New England in circulation.

Average 1898,

76,868 Copies

THE S. C. BECKWITH SPECIAL AGENCY,

NEW YORK AND CHICAGO.

The Combined Genius



BUFFALO

is one of America's leading
cities and has a system of
Electric Street Railways
superior to any other city.

GEO. KISSAM & CO.

of American Architects

will find sublime expression in the extensive group of buildings arranged for the Pan-American Exposition to be held at Buffalo in 1901. The exterior view will be one of transcendent beauty. To whomsoever shall be so fortunate as to behold the completed plan, the same will yield a wealth of inspiration and furnish an exhaustless subject for contemplation in after years.

Write for our lithographed folder with fine views of Buffalo, Niagara Falls, Lockport, etc. Live advertisers are contracting for two years, to secure space before next year's advance in rates.

378 Main St., Buffalo, N. Y.

Now You Know

the cards which are most attractive, hold attention longest and are talked about most, bring largest returns.

Street Car Advertising

as prepared, placed and looked after by us, **does the business**, because it is rightly done, in the most profitable car lines in the leading cities. Consult **us** when you want the kind that

Pays.

GEORGE KISSAM & COMPANY,
253 Broadway, New York.

14 Branch Offices.

Written by Arthur D. Ferris, 16 Park Place, N. Y.